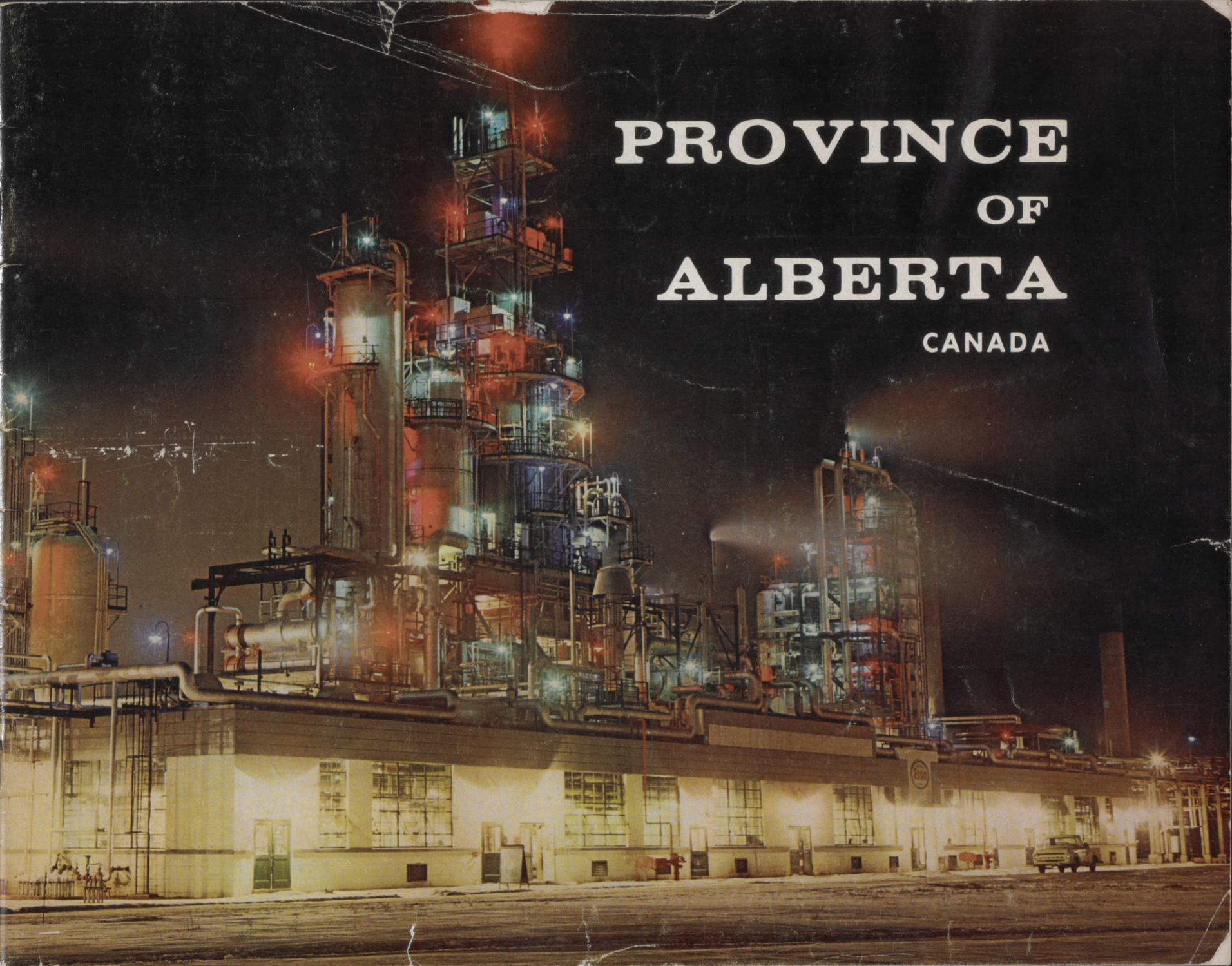


PROVINCE OF ALBERTA CANADA



Bountiful harvest scenes such as this were repeated throughout all of Alberta during 1962, when the total value of all field crops produced reached \$220,000,000. Although wheat is the principal crop, Alberta produces barley, oats, hay, clover, sugar beets and potatoes in large quantities.

EX LIBRIS



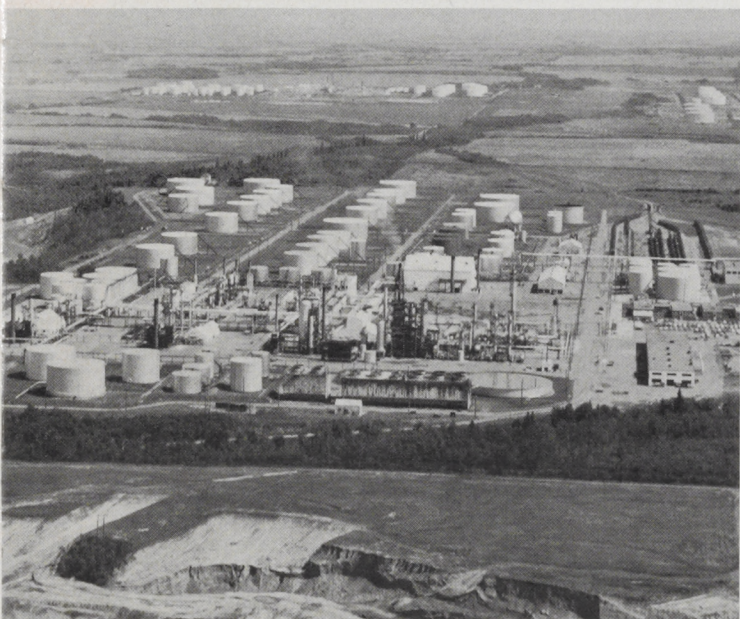
JOHN W.
CHALMERS

The majesty of Mount Edith Cavell is but one of the many sights of grandeur unequalled anywhere else in Canada. This beautiful mountain, named after a British Army nurse, towers above Athabasca Valley in Jasper National Park, some 200 pavement miles west of Edmonton.





The growth of Alberta manifests itself in many ways. Cities and towns, as well as industries and income, show continued progress. Typical of growth in the cities are these "high-riser" apartments, luxurious, modern and convenient to business areas.



Since the discovery of oil in Turner Valley in 1914, the petroleum industry has become increasingly important to the economy of Alberta, until now, refineries such as this are found in several parts of the province, producing refined petroleum products valued at \$152,932,971 in 1961.

FOREWORD

To describe Alberta in detail, with its tremendous potential and proven resources, would take many volumes. It is difficult, too, to separate any one aspect of Alberta from the many that constitute this growing province. Its orderly development has interwoven virtually every aspect of social and economic life into one harmonious pattern.

This booklet is designed to give the reader a quick glance at the province, a glance that will at least partly define the general outlines of Alberta and its people.

Detailed information on any one aspect of Alberta may be obtained by communicating with the:

INDUSTRIAL DEVELOPMENT BRANCH
DEPARTMENT OF INDUSTRY AND DEVELOPMENT
335, HIGHWAYS BUILDING
EDMONTON, ALBERTA



Edmonton—Alberta's capital and largest city.

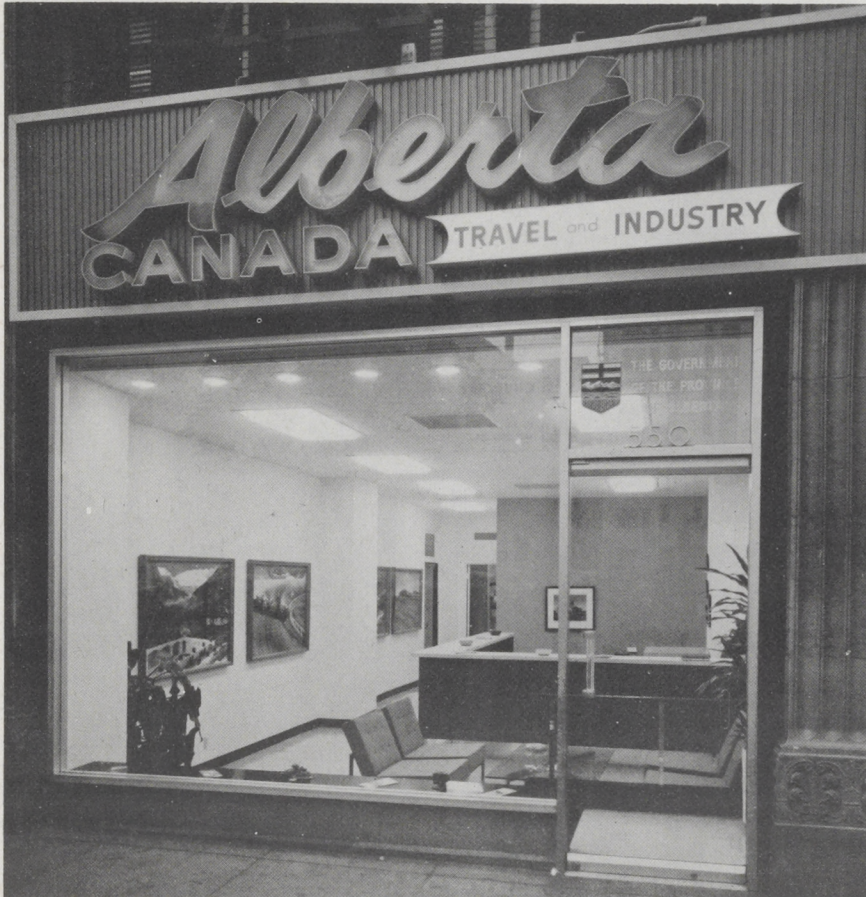


Calgary—second largest city—home of the famous Stampede.

FOREIGN OFFICES

Britons and Europeans interested in Alberta find an excellent source of information at Alberta House, located at 37 Hill Street, London SW1, England. Here the Agent General, assisted by his staff, answers enquiries, helps Albertans visiting abroad, and in general serves the interests of Alberta in every possible way.

Alberta Office, Los Angeles, Calif., U.S.A.



Alberta House, London, England

As a result of thousands of enquiries from the United States regarding industrial and travel information concerning Alberta, a United States office was opened in 1962. The office is located at 550 South Grand Avenue, Los Angeles 17, California, and offers assistance to prospective business and tourist interests.

GOVERNMENT

The Province of Alberta is governed by a Legislative Assembly, an elected body of 65 members which meets once yearly, or more often, as required, to consider the legislative program of the government.

As in all democracies the government is formed by the political party which elects most members to the Legislature. Elections must be held every five years although they are usually held at four-year intervals.

The formal head of the government of the province is the Lieutenant-Governor who is appointed by the Government of Canada to represent the reigning monarch. Although he is part of the legislative and executive branches of the government, he takes no active part, but acts on the advice of the executive body or Executive Council.

Following an election, the leader of the victorious party is appointed Premier of Alberta, and chooses from the elected members of his party a group of legislators of outstanding ability to form the Executive Council. This council is empowered to administer the laws passed by the Legislative Assembly.

Each member of this council, commonly called the Cabinet, usually heads a separate department of which there are fifteen in Alberta, or they may be appointed ministers without portfolio.

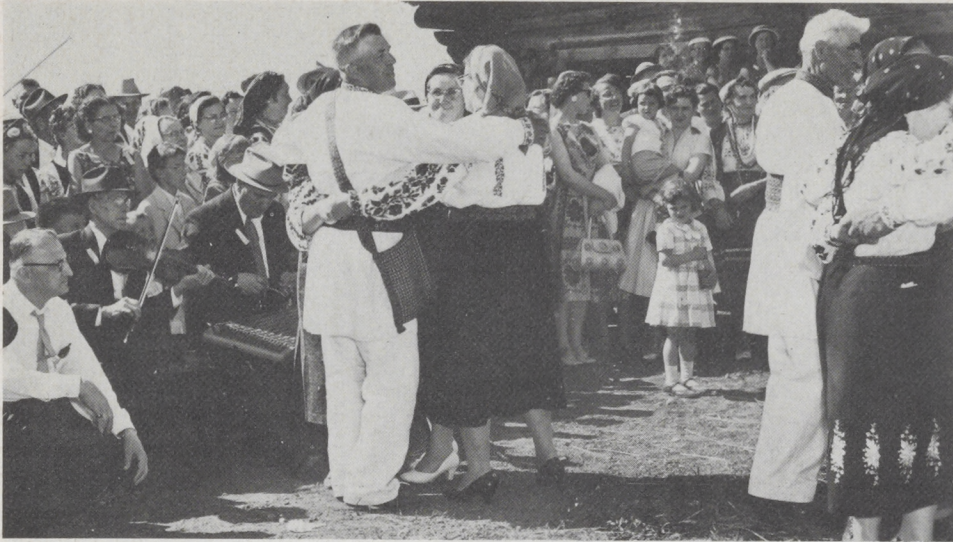


The Legislative Building, situated at the site of old Fort Edmonton, is the centre of government administration for the province.



The traditional pomp and ceremony of the British Parliament is observed by the Legislature of Alberta in its functions.

POPULATION



Alberta's pioneers came from many parts of Europe as well as the British Isles and the United States, and their culture adds to the enjoyment of life in this sunny province. This group of Ukrainians is enjoying a celebration at the scene of their fathers' homestead settlement near Willingdon, east of Edmonton.



There are many unusual and colorful events taking place each year in Alberta. One of these is the Highland Games, at which competitions are held in highland dancing, hammer and discus throwing, racing, and other sports native to the land of the heather.

Alberta has a population of 1,370,000 persons who live on farms, ranches, in villages, towns or in the province's ten cities.

The largest city, and provincial capital is Edmonton, which has 355,000 persons. Next is Calgary, Canada's largest city in area with 66 square miles, with 300,000, followed by Lethbridge with 36,000, Medicine Hat with 25,000, Red Deer with 21,000; Grande Prairie with 9,100; Lloydminster 5,700 (divided by Alberta-Saskatchewan border) with 3,000 in the Alberta portion; Camrose with 7,000; Wetaskiwin with 5,300 and Drumheller with 2,900 persons.

In addition to these ten cities, Alberta has 90 towns and 158 villages of which 20 are classified as "summer villages."

Rural forms of government include 20 counties and 28 municipal districts. There are also 51 Improvement Districts and two Special Areas in Alberta which are administered by the provincial Government.

Alberta has an overall population density of 5.5 persons per square mile of land area. Regions of Alberta's densest population are that of which Calgary is the centre (48.1 per square mile), that of which Edmonton is the centre (58.0 per square mile) and that of which Red Deer is the centre (11.4 per square mile). The least densely populated are the 150,000 square miles embracing McMurray and the Peace River country (.8 per square mile).

The last decennial census disclosed that 45 percent of population is of British Isles origin, 14 percent German and 8 percent Ukrainian. Other national origins make up 33 percent.

EDUCATION

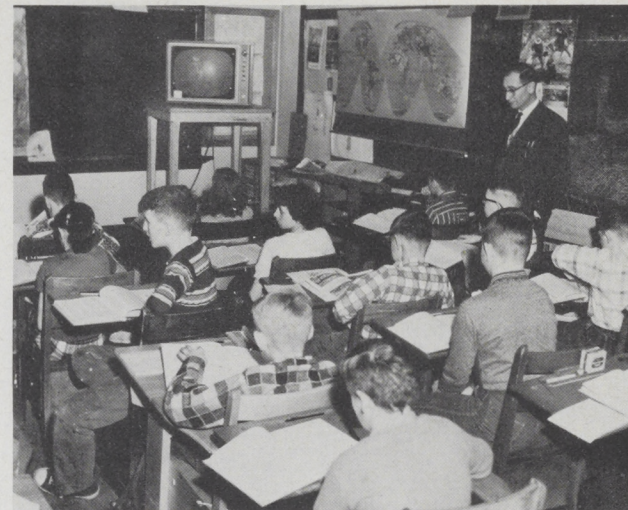
The Alberta education system is noted for its progressiveness. The entrance to the lowest grade of the primary school is the doorway to that corridor which has university graduation at its other end. Whether the pupil completes the whole journey depends upon his ability, his circumstances, his ambition, the profession he aspires to follow. In any event, secondary education leading to qualification for university entrance, is within the reach of all and without cost to the pupil except for the purchase of textbooks.

Elementary and secondary schools are operated by school divisions and districts under the regulations of the provincial Department of Education. Teacher training is under the Faculty of Education of the University at Edmonton with a branch at Calgary. At Calgary also there is an Institute of Technology and Art. Schools of Agriculture and Home Economics are located at Olds, Vermilion and Fairview.

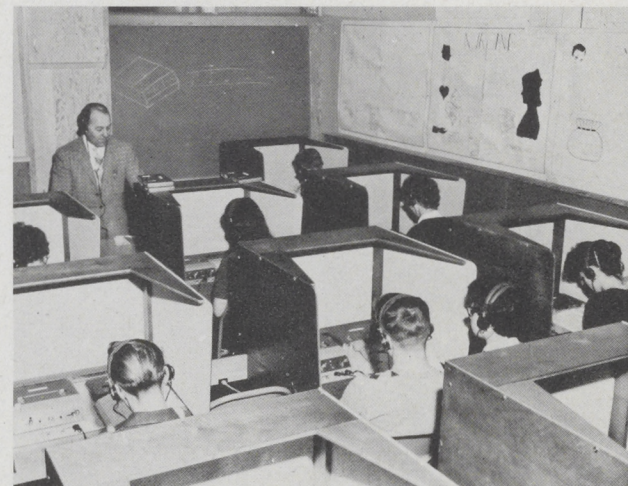
The compulsory school age is from seven to fifteen, and the complete course consists of six years of elementary school, three years in junior high school and three years in senior high school.

Heading Alberta institutions of higher learning is the University of Alberta at Edmonton, with a branch at Calgary to provide education courses as well as first year in arts and sciences. Affiliated with this are St. Joseph's and St. Stephen's Colleges, respectively Roman Catholic and United Church of Canada (non-conformist) theological schools, both at Edmonton and Mount Royal College, Calgary.

Aid to university students is available through the Queen Elizabeth Scholarship Fund, established by the provincial government to commemorate the 1959 visit to the province by Her Majesty, Queen Elizabeth II. The fund makes available more than \$1,000,000 annually to be distributed as scholarships, grants, tuition grants, bursaries and fellowships. Repayable loans are also available, and provision is made for financial assistance to high school and vocational students.



Visual education aids, such as television are widely used in Alberta schools. Television lessons are designed to supplement rather than supplant classroom and individual instruction, and their value to students has been firmly established.



A unique experiment in the teaching of languages is being carried on at Redwater High School. This "language laboratory," first of its kind in Canada, consists of electronic equipment enabling the students to hear and repeat pre-recorded lessons in the foreign language, thereby perfecting their accents and pronunciation.

CLIMATE



Winter or summer—holidaying's a pleasure in sunny Alberta. Winter's crisp, cold weather makes skiing a delight, and the slopes of Mount Norquay and the many other resorts in the Rockies are crowded from November to April.

Throughout Alberta, areas have been cleared and prepared for campsites, as the trend towards camping holidays gathers momentum in the province. This family is enjoying the camp grounds at Lake Wabamun, Alberta.

The Alberta climate is subject to marked variations not only between the north and the south but between comparatively nearby places. In the south and northwest, weeks of low temperatures are frequently interrupted by the Chinook, a warm westerly wind originating over the Japanese current of the Pacific. Over a period of 55 years the average annual mean temperature at Edmonton has been 36.8°F., and at Calgary 38.4°F.

In the Peace River country, in the northwest of the province, the mean temperature at Beaverlodge, observed over a period of 35 years, has been 35.3°F.

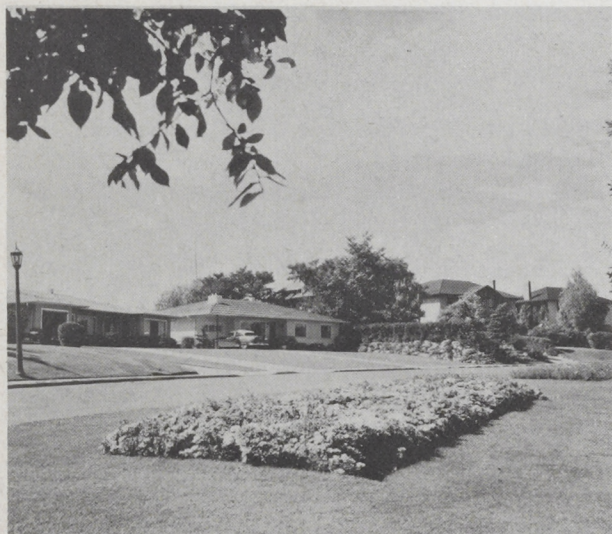
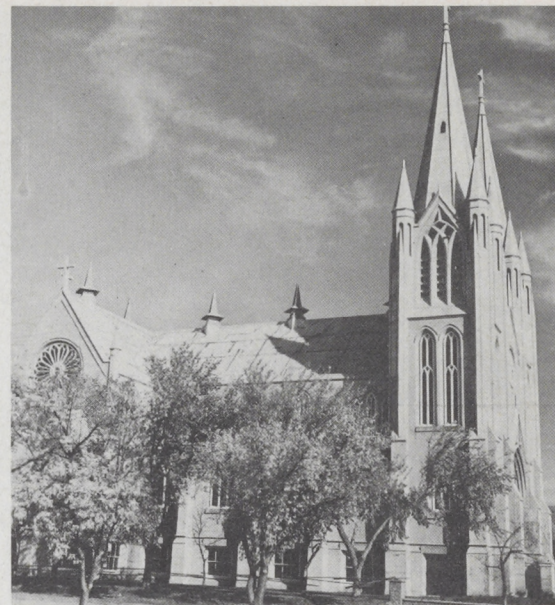
Mean monthly temperature at these places over the periods stated have been, in Fahrenheit degrees:

	Edmonton degrees	Calgary degrees	Beaverlodge degrees
January	6.5	13.1	5.6
April	39	40	37.6
July	61.6	61.5	59.8
October	41.2	41.7	38.8

The province which enjoys the title "Sunny Alberta" has a statistical record of more hours of sunshine, summer and winter, than any other part of Canada, as the following average hours of bright sunshine per annum over a three-year period show: Calgary, Alberta, 2,245; Victoria, B.C., 2,207; Vancouver, B.C., 1,992; Winnipeg, Man., 2,142; Toronto, Ont., 1,992; Montreal, Que., 1,481; Halifax, N.S., 1,884.



There are a number of churches in every community in Alberta, embracing all denominations of the Christian faith as well as several other faiths. In addition to religious services, many of the social events of the community are centred in the churches.



Many new Canadians are surprised and delighted to find that they can own their own homes, cars, and enjoy freedoms never dreamed of in their homeland. They have settled in cities, small towns, and on farms, and are making splendid contributions to the economy and culture of this growing province.



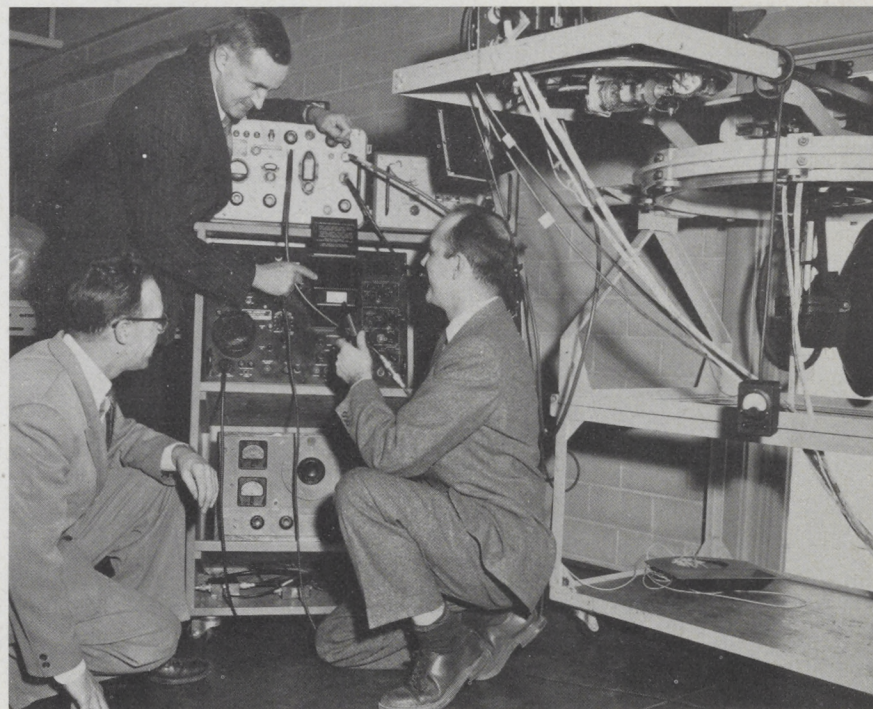
RESOURCES

Alberta's 255,285 square miles have been richly endowed by nature with tremendous reserves of energy resources. Significance of the province's fossil fuels is seen in comparison of Alberta reserves with the national total. More than 80 percent of Canada's natural gas and natural gas liquids, 85 percent of crude oil, and nearly 50 percent of minable coal reserves are located in this province. So extensive are these resources that economists who have projected the province's future believe their impact on industrial development is yet to be felt.

The search for an economical method of extracting the rich oil deposits from the Athabasca oil sands is typical of the continual research which is going on throughout Alberta for new ways to develop the still-untapped resources of the province.



The complete facilities of the Alberta Research Council are at the service of industry and business in Alberta. The council, in addition to carrying on continual research of its own, provides assistance and advice on new methods, products and resources.



PETROLEUM

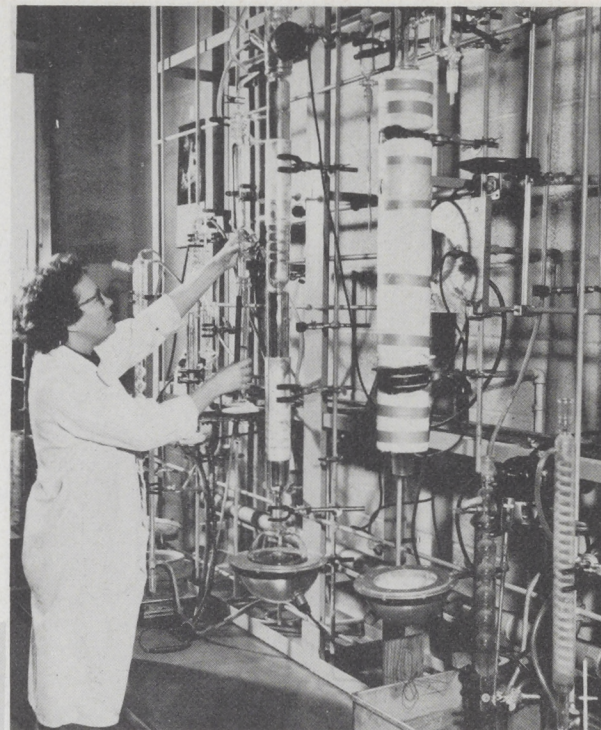
Petroleum is the most important of Alberta's mineral resources with reserves estimated at over three billion barrels. Production potential from more than 9,200 oil wells is in excess of 1,000,000 barrels daily.

Drilling for oil in Alberta began about the turn of the century, although it was not until May of 1914 that a major well was discovered at Turner Valley.

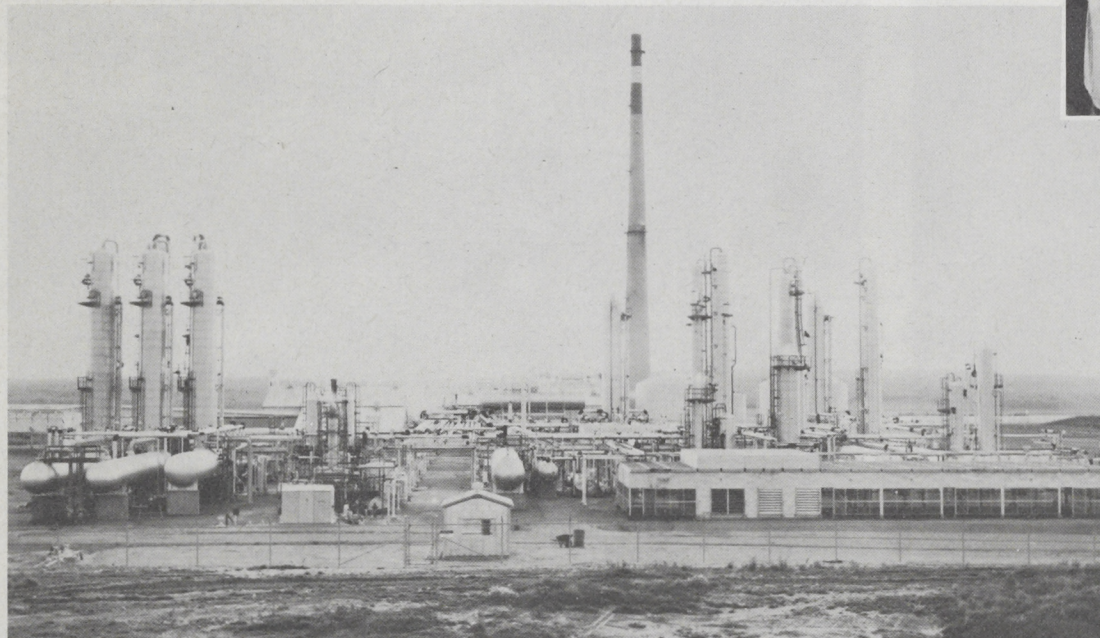
In the mid-1940's the output of this first major oil field began to wane and oil companies intensified their search for additional deposits. The first rewards of the concentrated exploration appeared early in 1947 with the discovery of the famed Leduc field. Within a one-year period 43 major producers had been drilled in that area.

Exploration activity continued with later discoveries defining more than a score of new production fields. Today oil companies drill the equivalent of 2,000 miles annually in development and exploration wells.

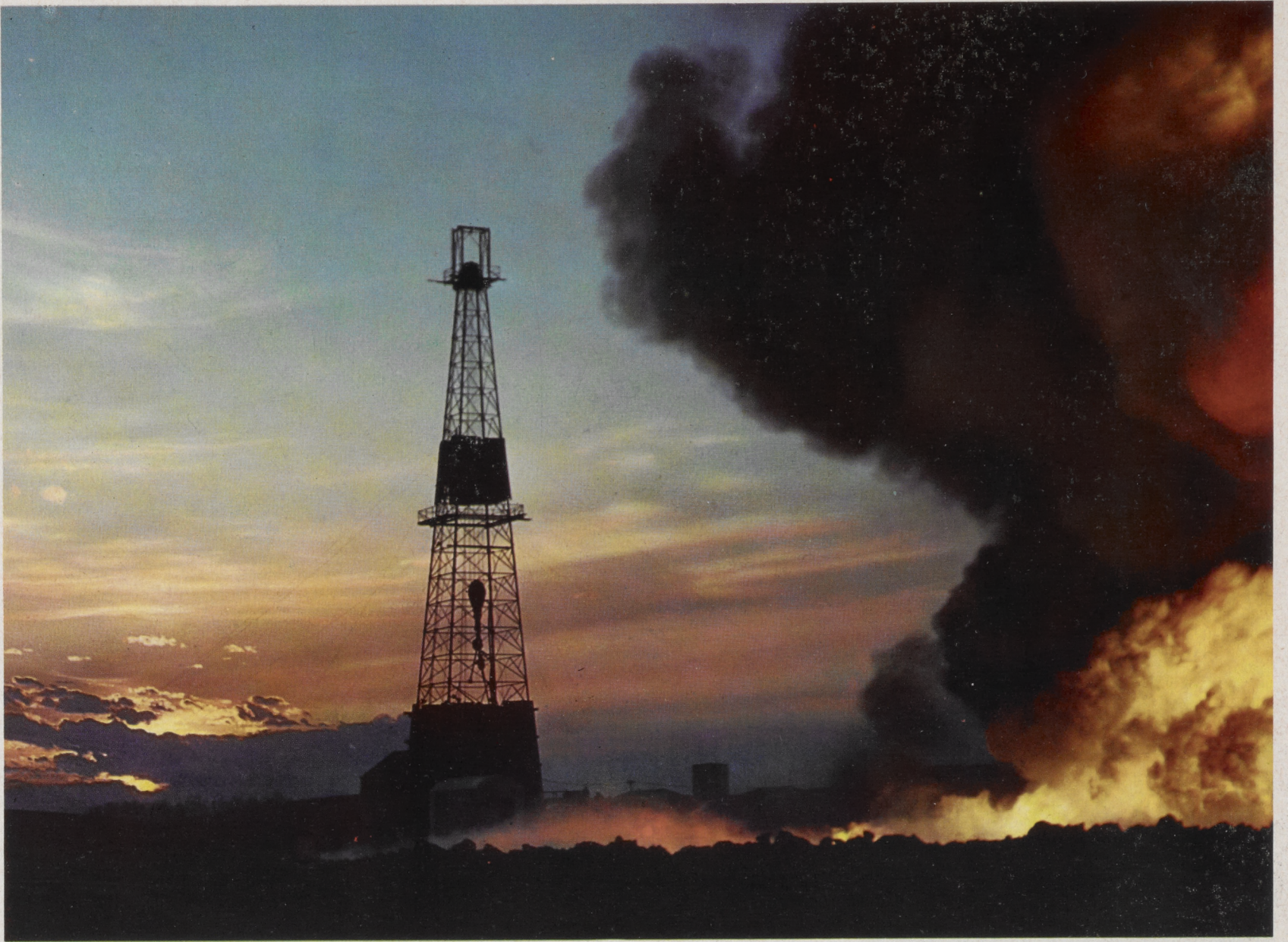
The growth of Alberta's natural gas industry has closely followed that of petroleum in the province.



Prior to the development of the petrochemical industry in Alberta, millions of cubic feet of natural gas were flared off annually as waste. Now the once-roaring infernos have died to flickering flames, as continual research and experimentation develop new ways of utilizing the components of petroleum and natural gas.



The production, sale and export of natural gas in Alberta increased by almost 25% during 1961, as new scrubbing plants such as this one at Rimbey, Alberta, were placed on stream.



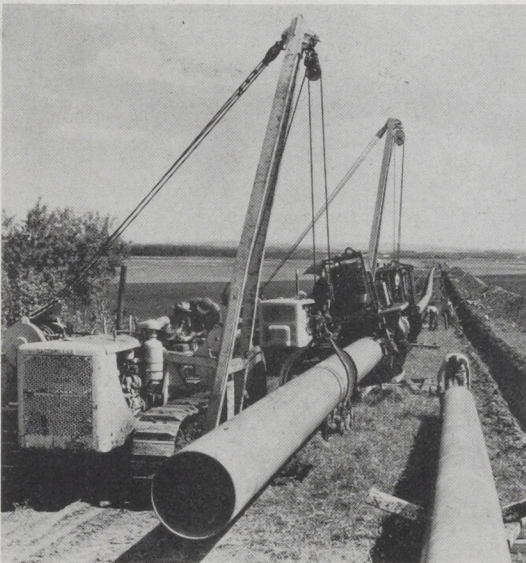
A typical Alberta oilwell scene.

Deep in the heavily timbered area of Swan Hills, north and west of Edmonton, the newest oilfield has been discovered, and drilling is being carried out to determine its potential. Already there are indications that this field is rich in both oil and gas reserves.

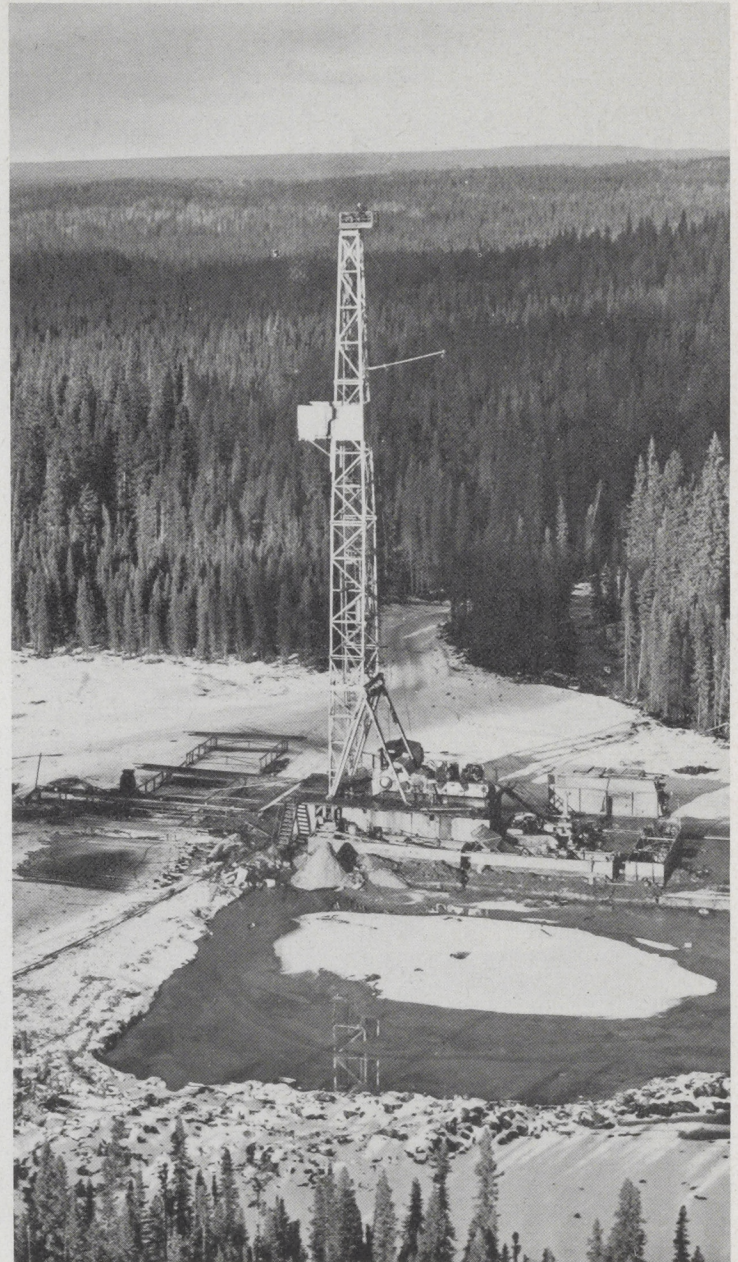
More than 2,000 gas wells are now capable of production while natural gas reserves are estimated in excess of 30 trillion cubic feet.

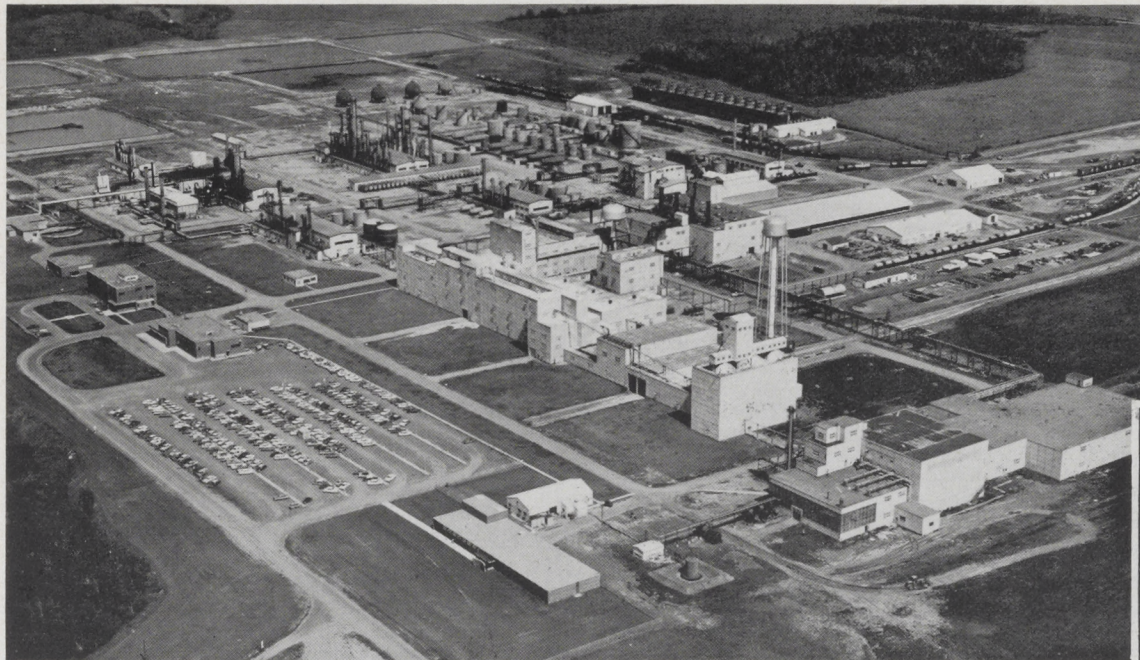
Alberta crude oil and natural gas are transported to markets in the United States, and eastern and western Canada, by several major pipeline networks.

A major, yet untapped source of oil in Alberta is the fabulous deposit in the Athabasca oil sands region, located more than 250 miles north of Edmonton. These sands are believed to contain the world's largest single deposit of oil with conservative estimates placing the content at 250 billion barrels. Government and industry are both alert to the potential of this vast deposit and research is constantly in progress to develop the most economical method of extracting the oil.

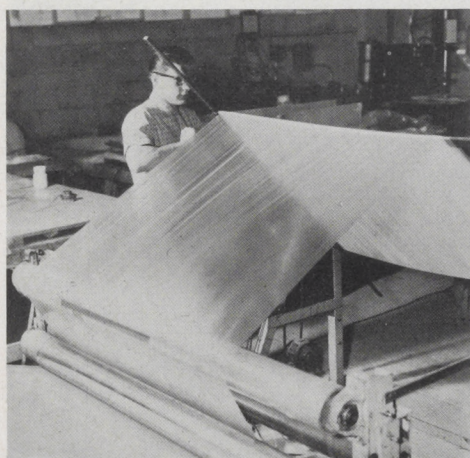


Pipelines transport Alberta oil to the great refineries of eastern Canada and the United States, as well as across the Rocky Mountains to refineries and shipping points on the west coast. In addition, pipelines such as this one under construction in the Red Deer area, transport gas and oil from the fields to the refineries and scrubbing plants in Alberta.





At this giant chemical plant, east of Edmonton, hydrocarbons from natural gas are converted into valuable industrial chemicals and plastics. As a result, a number of small industries are being established utilizing these products.



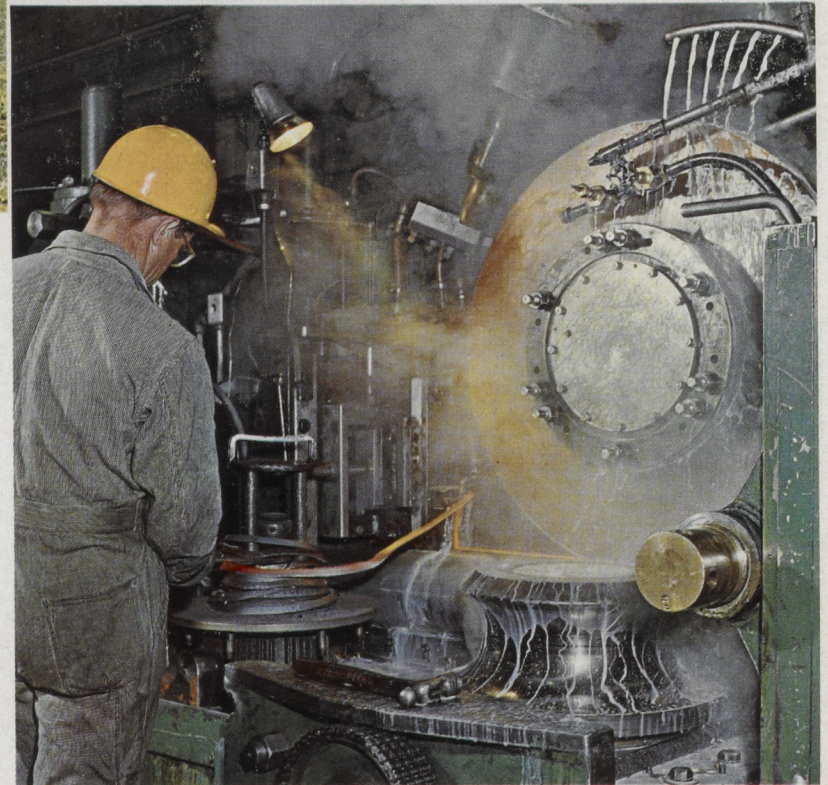
Polythene sheeting, which finds many uses in our everyday way of life, as well as in industry, is manufactured by Northwest Polyrama Ltd., one of the many secondary industries which have been developed as a direct result of the development of the petrochemical industry in Alberta.

From the basic materials of natural gas and cellulose pulp, Canadian Chemical Company manufactures and spins into yarn cellulose acetate fibre for the textile industry.





Two of Alberta's principle sources of wealth — agriculture and industry—offer a striking contrast in operations.





Vast reserves of coal lie beneath Alberta, and many industries are using steam for power, in order to take advantage of the economy of this fuel. More than 2 million tons, valued at over \$10,000,000, were produced last year. At this mine near Drumheller, the Joy Loader conveys the lumps of coal to the flat cars.

Coal outcroppings are found in almost every part of Alberta, with total reserves estimated at 50 billion tons.

Sub-bituminous coals underlie most of the central plains while an abundance of bituminous and coking coal occurs in the Rocky Mountains and foothills areas. A rough classification shows bituminous deposits amounting to 59 percent, sub-bituminous 23 percent, and lignite or domestic, 18 percent of the total.

Highest grades of coal are found in the foothills region of the Canadian Rockies.



INDUSTRIAL MINERALS

Industrial minerals form an integral and growing part of Alberta's expanding industrial economy.

A most exciting possibility is erection of a primary steel establishment in the Peace River district of northwestern Alberta. Substantial deposits of ore running up to 48 percent ferric oxide were discovered in 1953. A private company and the Research Council of Alberta are co-operating in a series of pilot-plant tests to determine the economic feasibility of locating a multi-million dollar primary steel industry in the area. Reserves of the promising area are estimated at more than one billion tons.

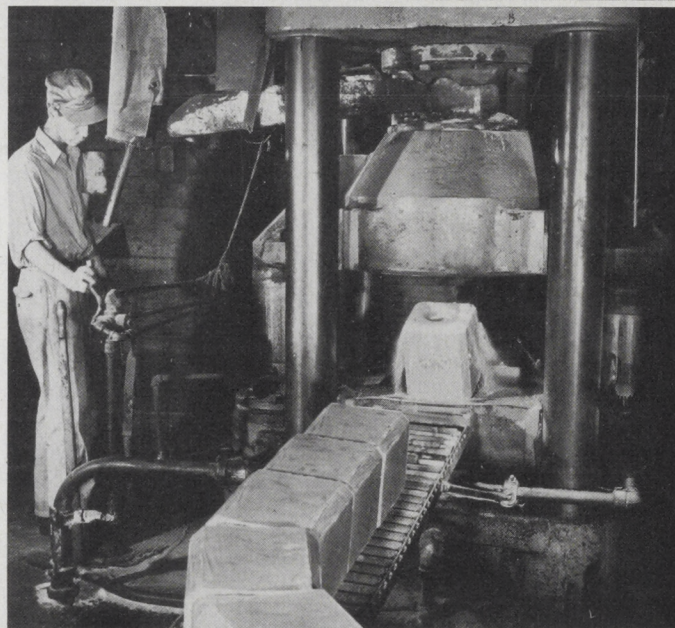
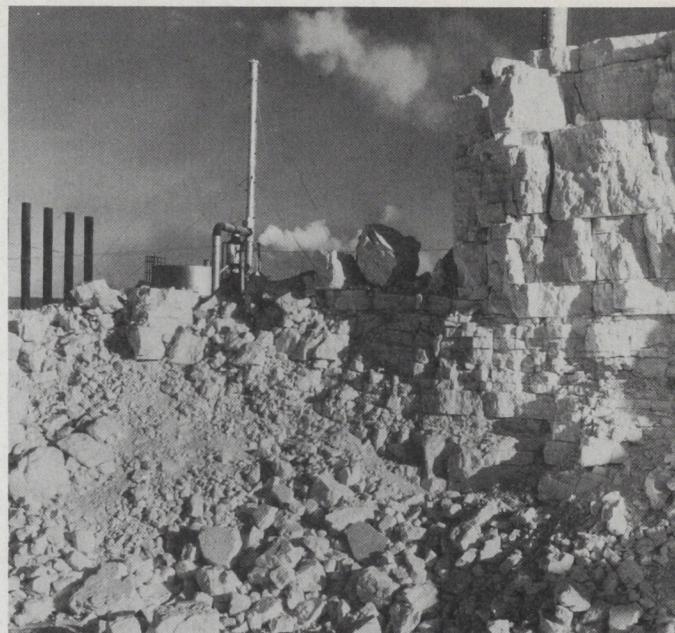
The production of sulphur is also becoming increasingly important in Alberta. Although no substantial solid deposits of sulphur are known it is readily obtained from hydrogen sulphide found in sour natural gas.

Alberta production amounts to 20 percent of sulphur output in the "free" world, and is equal to one-third of the entire production of the United States.

Recoverable reserves are estimated at 80 million tons.

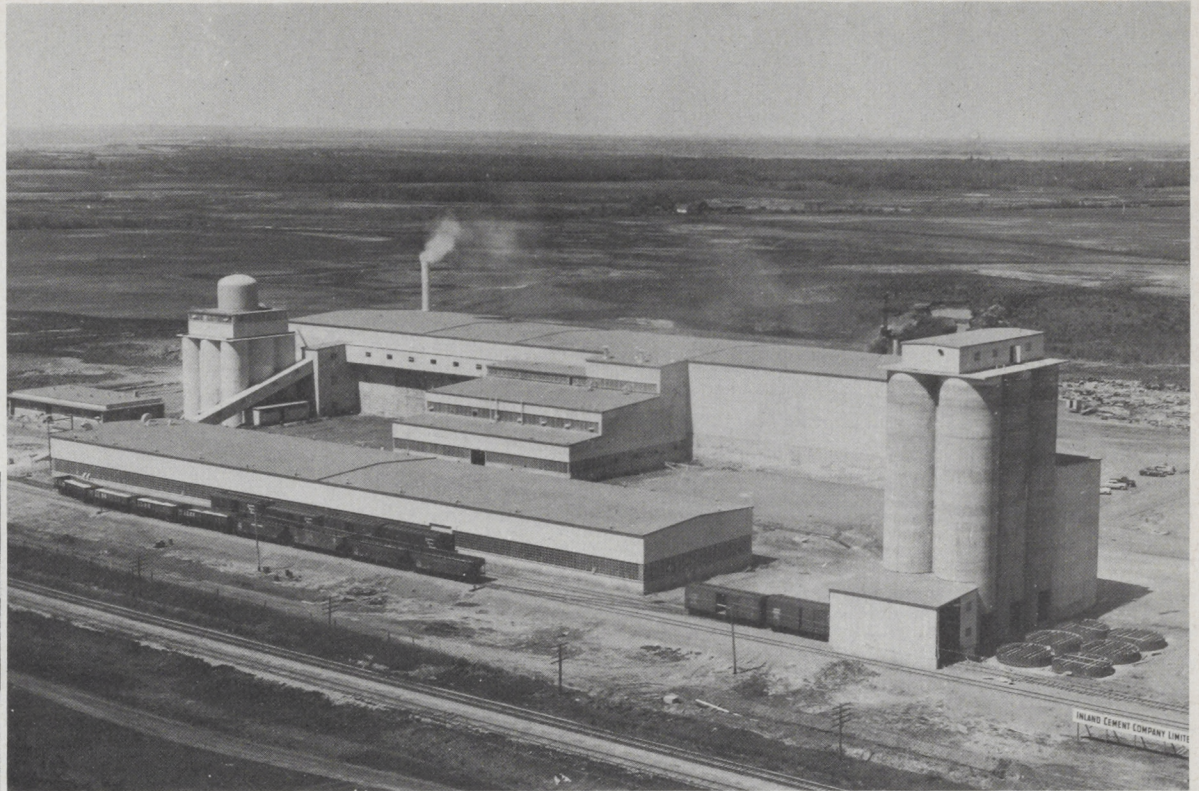
Three extensive salt beds underlie most of the east-central section of Alberta. Production of this mineral is increasing steadily, particularly

Close to one-half million long tons of Sulphur are produced annually from hydrogen sulphide, a component of natural gas. Sulphur has many uses in agriculture and industry, and is exported as far away as South America.



More than 80,000 tons of salt were produced in Alberta last year, used mainly for the production of caustic soda and chlorine for the chemical industry.

In plants such as this, 699,950 tons of cement are produced annually from Alberta's rich beds of limestone, clay and shale.

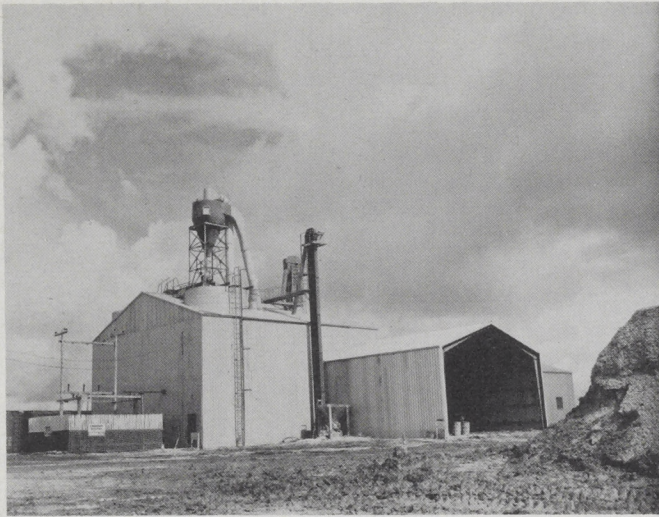


In addition to the nickel, from which are manufactured blanks for five-cent pieces for the Royal Canadian Mint, Sherritt-Gordon Minnes Ltd., produces ammonia fertilizers.

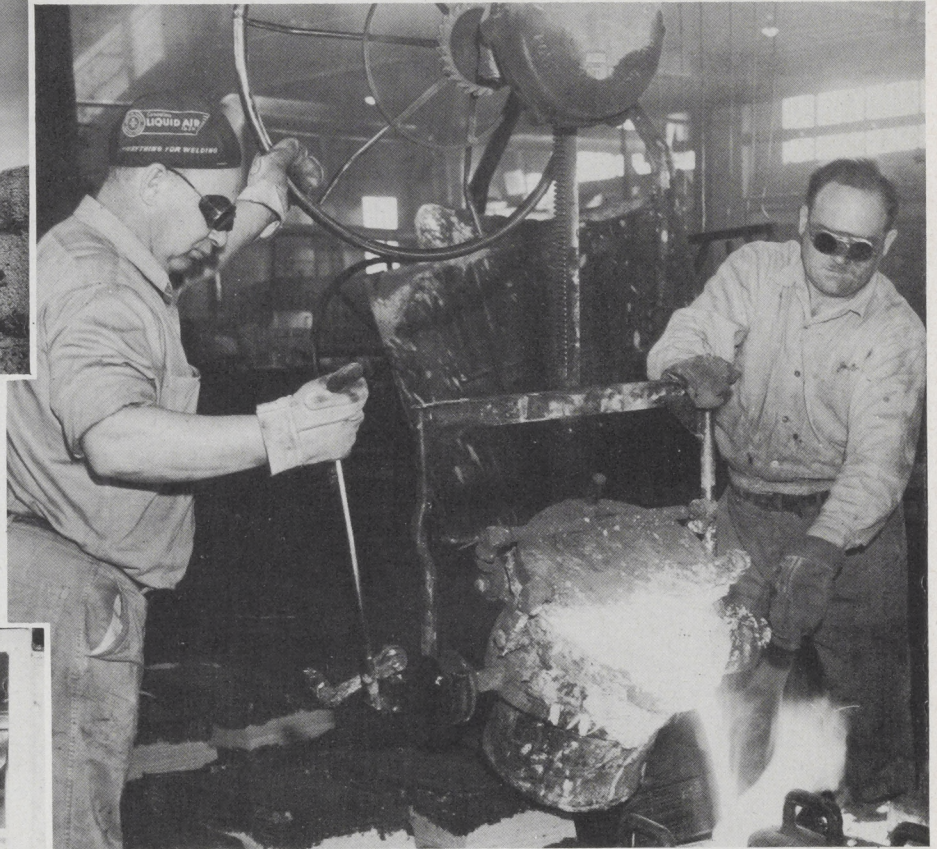
in the production of other chemicals in the caustic soda field.

Alberta clays and shales are suitable for the production of a variety of products including brick, cement, tiles, pipe.

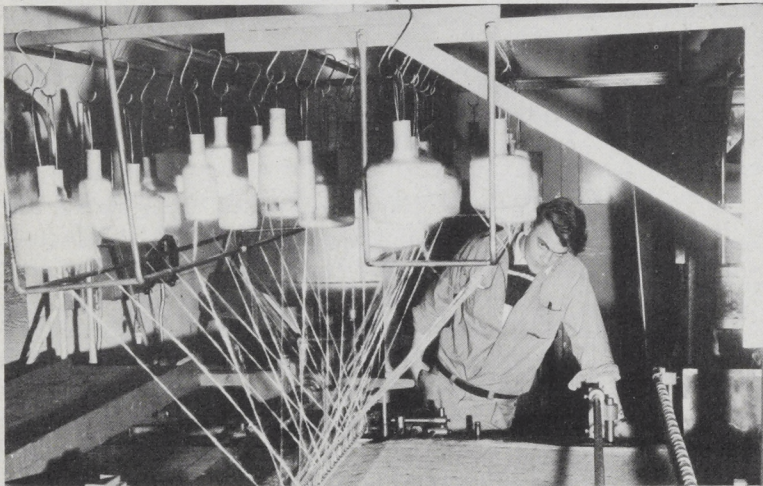
Limestone and dolomite are found in quantities sufficient to meet all foreseeable needs. A mineral closely associated with the petroleum exploration industry, bentonite, is also produced in ever-increasing quantities in Alberta.



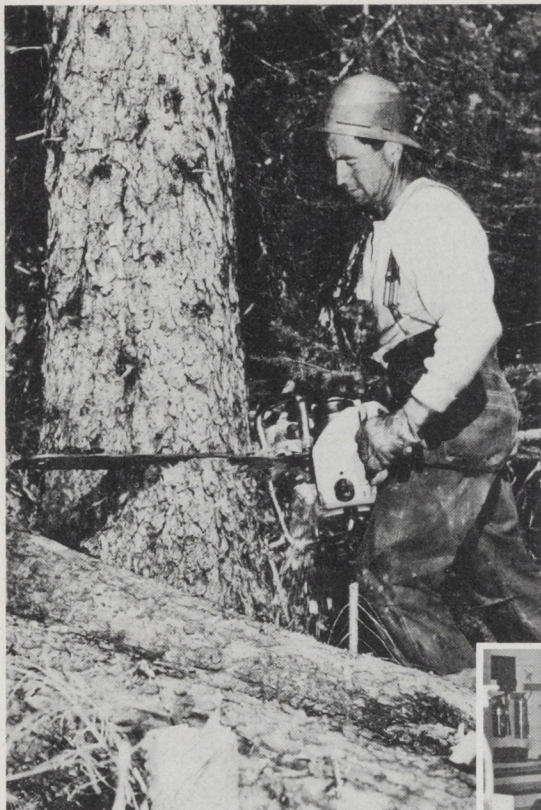
Bentonite, a fine-grained ash-like clay, is found in a number of areas of Alberta. Its principal use is for controlling the viscosity of oil-drilling mud. This plant at Rosalind has an annual output of approximately 12,000 tons a year.



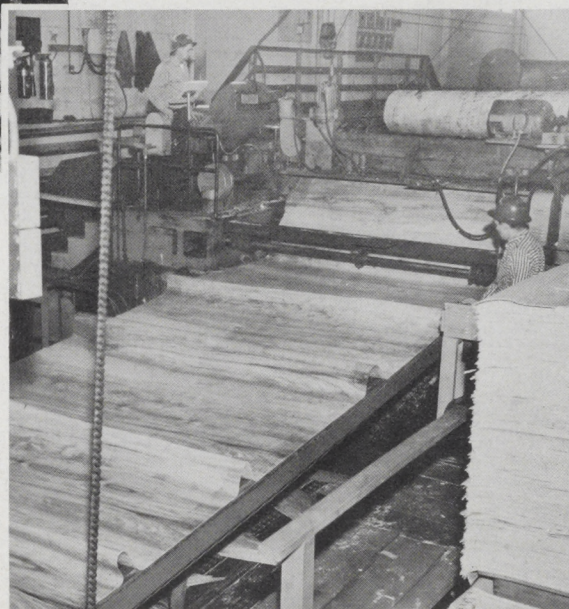
Increasing construction throughout Alberta has brought about a need for the manufacture of steel, steel products and castings in the province, to eliminate the high costs of shipment from eastern Canada.



At the Peace River Glass Co. plant at Fort Saskatchewan, fibre-glass products for textile and industrial use are manufactured from sand.



The construction of pulp and paper mills, and the increased use of wood products for homes and in industry, is resulting in increased development of the forestry industry throughout the province, which last year amounted to \$21,264,000.



The manufacture of plywood was pioneered in Alberta in 1947. De-barked logs are rotated on a giant lathe, while the knife peels off a 1/10 inch thick layer of wood. These layers are then glued, compressed with heat and pressure, then trimmed and sanded, ready for markets all across Canada.

Another of Alberta's major resources and one that has not yet achieved its full development potential is forestry.

Although Alberta is called a prairie province the term applies to only a small section of its area. More than two-thirds of Alberta is covered by forests, with much of the growth of merchantable size.

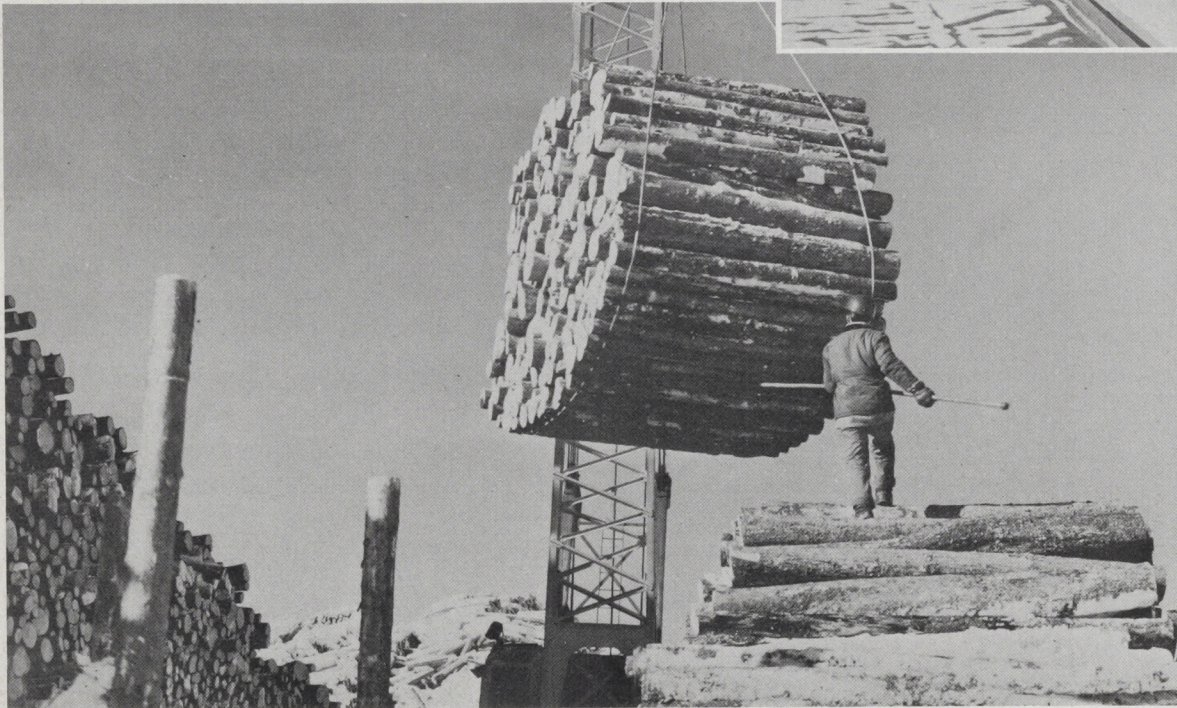
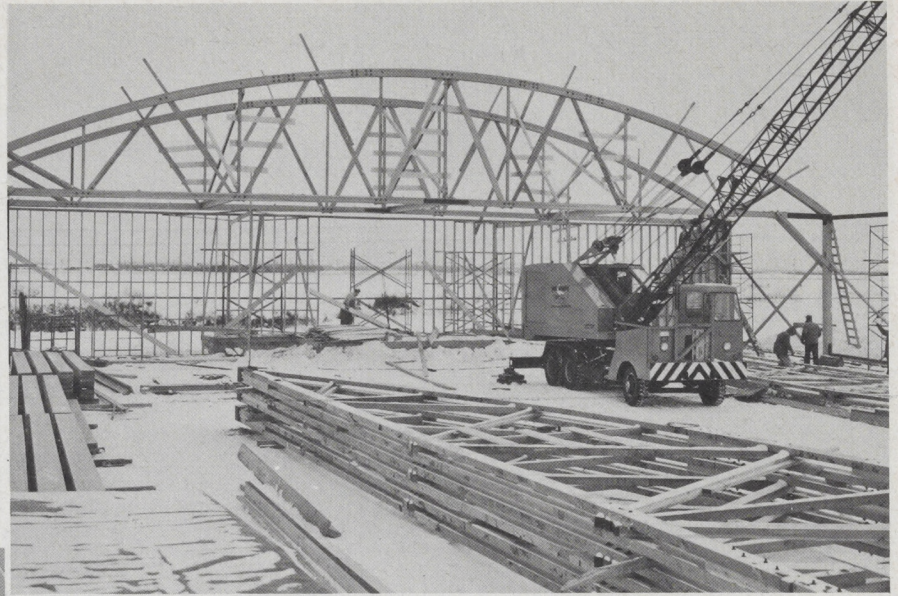
Forests of commercial value are concentrated along the foothills of the Canadian Rockies, and in the northwestern sections of the province. Leading lumber species include spruce, pine and poplar, although balsam fir, white birch and tamarack are also marketed.

It is estimated that there are 60,000 square miles of merchantable forests containing some 30 billion cubic feet of saw and pulp material.

Disposition of crown lands for forestry production is accomplished by public competition in the form of tender, or auction bids, and by timber management licenses. Special agreements may be made allowing exclusive use of lands in cases of large pulp and paper, or plywood operations.

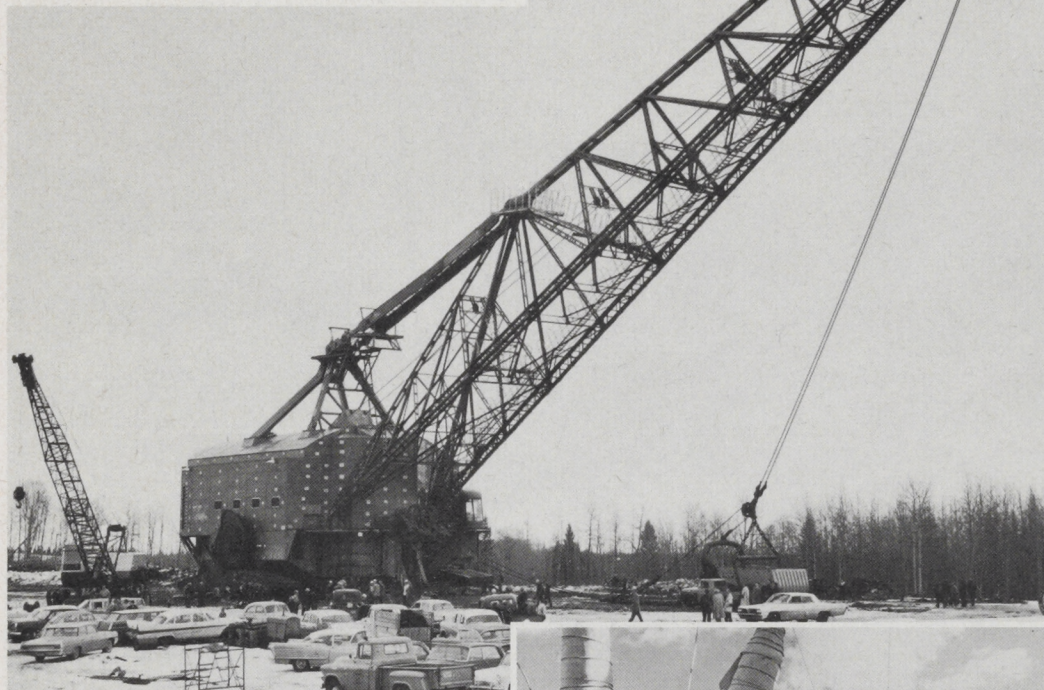
The present overall forestry operations in the province furnish employment for between 8,000 and 9,000 persons.

A new industry, an off-shoot of the expanding lumber industry—is the manufacture of prefabricated sections for use in construction of community buildings, factories, etc.

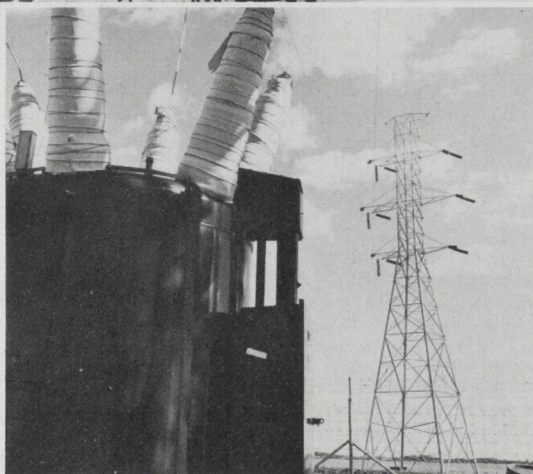


New industries are being established in Alberta as a direct result of the development of Alberta's forest reserves. A large pulp mill is now operating at Hinton.

Cars, trucks, and even the crane at left are dwarfed by this giant "walking drag line" owned by Calgary Power Limited, at Wabamun, Alberta. It is used for stripping coal from open pit mines, in 35-yard bites, for use at the power plant. Manufactured in Britain, the machine was shipped in pieces, and assembled at Wabamun.



Thanks to tremendous reserves of coal, water, oil, and natural gas, Alberta can produce an almost unlimited quantity of electric power, at extremely low cost.



An important factor in the industrial upsurge of Alberta is the readily available power supplied by three major electric utility companies and by several community-owned systems at extremely attractive rates.

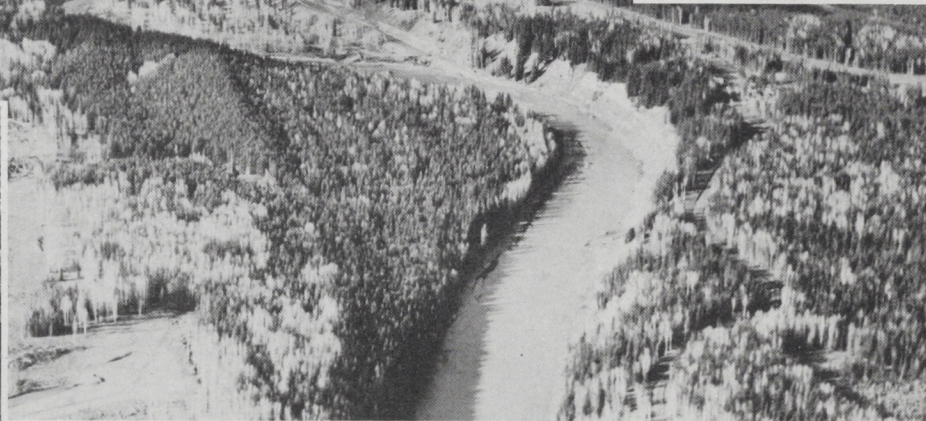
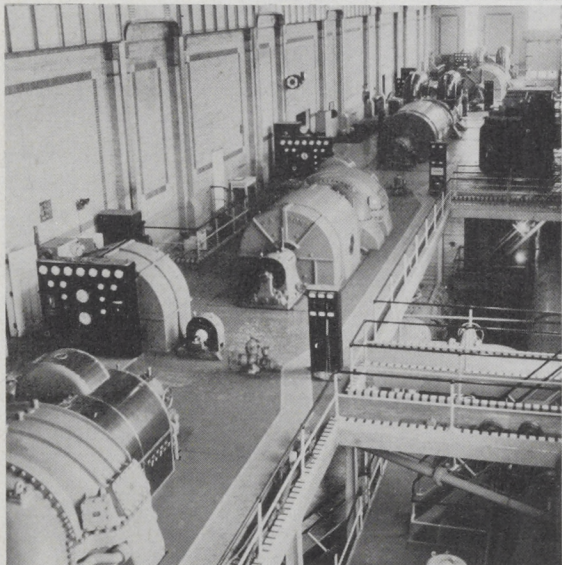
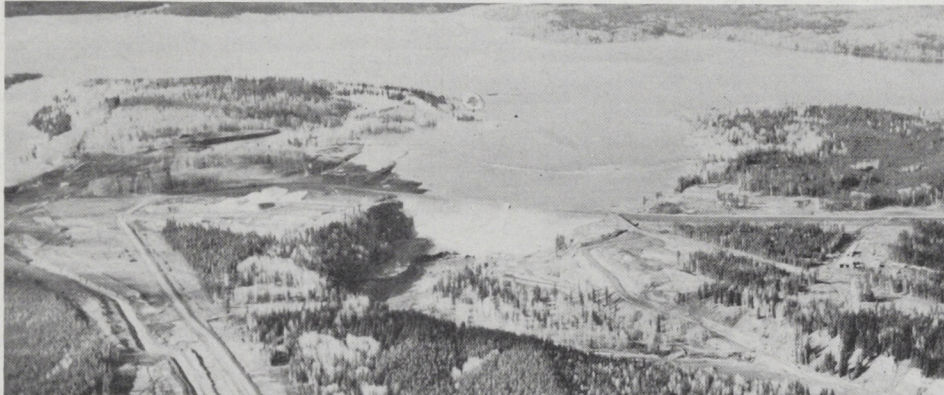
There is a network of more than 13,000 miles of inter-connecting commercial lines running throughout all settled areas providing low cost industrial power to any point in Alberta.

Generating capacity has been expanded in recent years and utility companies have programs scheduled or under way which will see provincial capacity exceed 1,500,000 KW by 1964.

Hydro-electric development is concentrated on the upper waters of the Bow River in the southern foothills, and on the Brazeau in west-central Alberta. Large coal and gas-fired steam plants operate at north central points. Because of Alberta's vast coal deposits located throughout most of the province new steam plants are turning to this mineral as a cheap fuel.

There are undeveloped hydro-electric sites in the province waiting to be tapped as the need arises. Extensive surveys have revealed that more than two million h.p. can be harnessed, if necessary, assuring an ample supply of industrial, commercial and residential power for years to come.

Electrification of almost all the rural areas of Alberta is being carried out, and soon there will be only isolated single homes which will not have power. Alberta power plants generated more than 4 billion Kilowatt-hours of electricity during 1961.



The larger cities of Alberta manufacture their own power in thermal plants within their city limits. This is a part of the Edmonton city power plant, which supplies electricity for the entire city, including the industrial area known as "refinery row" where several large refineries and chemical plants are located.

Vast reserves of still-undeveloped sources will provide industrial, commercial and residential power supplies for future developments in the province. The Brazeau dam has been one of the major hydro-electric projects to be completed in recent years.

AGRICULTURE

Agricultural production has been successfully implemented in Alberta since 1784 when Peter Pond became the first white man to live in the province and cultivate the soil.

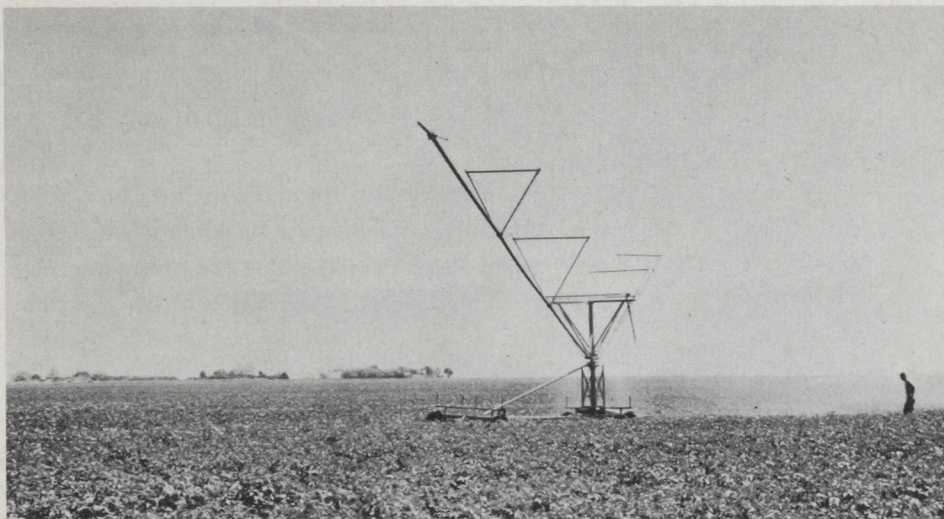
Until the late 1940s, agriculture contributed more than 50 percent of the net value of production of the province. While it has not declined in absolute terms, the vigorous growth of the manufacturing, mining and construction industries have reduced the comparative net contribution of agriculture to under 25 percent of the provincial total.

Alberta today has more than 46,000,000 acres of occupied farm land, more than half of which is improved. There are still an estimated 22,000,000 acres of land suited to production. The importance of agriculture to the provincial economy is vividly illustrated in considering that one of every four or five Albertans is engaged in some sort of agricultural endeavor.

The high yields of almost every crop in Alberta are the result of a fortuitous combination of good climatic conditions and soil types. Agriculturists in each of four soil zones, brown, dark brown, black and grey-wooded, have developed their own type of favored crop production.



Exemplifying the high standard of Alberta's agricultural industries is this fine herd of Alberta cattle. At the 1962 Royal Winter Fair in Toronto, Alberta won three World Championships in grain, one Grand Champion and three Reserve Grand Championships in livestock, in addition to a total of 78 other championships and first place awards.



One type of irrigation used in the arid southern part of Alberta is the "boom-arm" method, shown here, spraying a large area at one time. Another method has the sprinkler heads at crop level and at closer intervals.

Length of the growing season ranges from 70 days in the area of the foothills, to 145 days in the south and extreme southeast sections of the province. Rainfall varies from point to point and no mean average of significance can be achieved for the province as a whole. Temperature in the summer may rise occasionally to 90 degrees but generally maintains a daytime average of 70 degrees F.

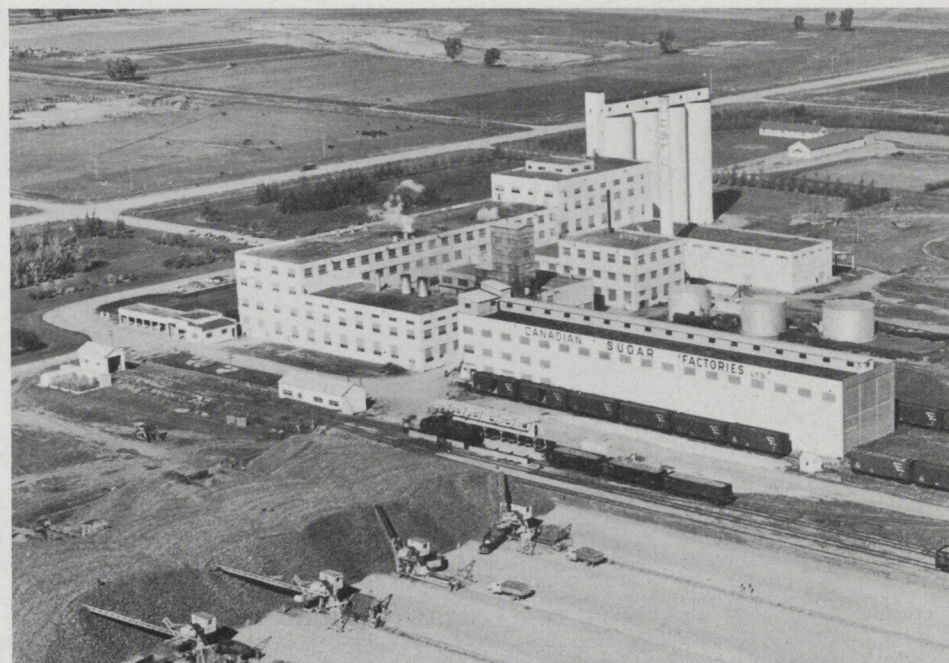
Major crops grown in Alberta are wheat, barley, oats, hay and clover, flaxseed, rapeseed, rye, sugar beets and potatoes.

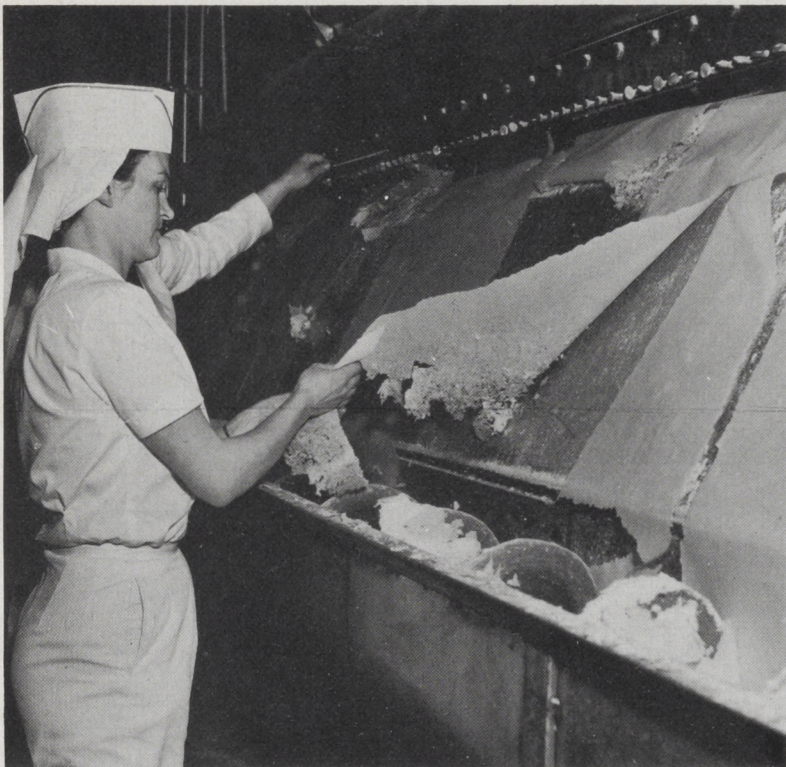
Three huge sugar factories, such as this one at Taber, Alberta, process the 539,000 tons of sugar beets produced annually in southern Alberta. Value of last year's crop was \$8,004,000.

Fieldcrops contribute 60 percent of the net agricultural production value; livestock slightly more than 30 percent, and dairy products such as poultry, eggs, honey, wool and furs take up the balance.

Agriculture in the southern and foothills areas of the province is devoted to the production of high quality livestock, the standard of which is annually proven at national and international competitions and on the world's markets. Selling services through exhibitions, breeders' associations and bull sales encourage the healthy growth of this section of the industry.

Southern Alberta, too, is the centre of a vast irrigation network which now makes nearly 1,000,000 acres of land independent of rainfall. It is in Alberta's irrigation areas that large sugar beet and specialty





One of Alberta's newest industries is the production of "instant" potato products, at this plant near Taber, in the south. Here the dehydrated mashed potatoes come off the roller in thin sheets, and are crushed and packaged. The plant, which uses 125 tons of fresh potatoes daily, has added almost \$1,000,000 annually to the economy of this southern Alberta area.

crop industries are located. Oil-seed bearing crops are becoming increasingly important to the economy of this area of the province.

Grain farming is not confined to any area but extends throughout the whole of Alberta. More than 100,000,000 bushels of wheat, oats and barley are grown each year for markets not only in Canada but throughout the world. World grain competition championships have been consistently won by Alberta farmers since the early 1900s, indicating the high quality of grain produced in this province.



COMMUNICATIONS AND TRANSPORTATION

Bus, rail and air lines connect even the smallest centres of Alberta with the larger towns and cities and provide shipping facilities for goods and supplies.

Alberta is literally "paving" the way in highway improvement in western Canada with nearly 4,000 miles of main highways, all but a few hundred miles of which are hard-surfaced. A four-lane divided super highway extending from the international border in the south to the capital city of Edmonton is soon to be completed. In addition, there are 42,000 miles of all-weather gravel roads, and an extensive network of 44,000 total miles of secondary and market roads.

The province is in the enviable position that it provides the only all-paved route to the Alaska Highway. From east or south, main highways leading to the northwestern borders and Mile "O" are hard-surfaced. The Alberta route also marks the shortest route to Alaska from eastern centres of population.

The two major railways in Canada serve Edmonton and Calgary, and points to the east and west of these cities, as well as throughout the south of the province. Northern Alberta, up into the Peace River country, is served by Northern Alberta Railways.





A continuous program of highway construction and improvement ensures that Alberta highways will provide transportation facilities to handle even the heaviest traffic.

Alberta has another all-weather road leading northward. The Mackenzie Highway cuts through agriculturally-rich Peace River district, then for 400 miles winds its way northward through forests and muskeg to the Northwest Territories.

Both northern roads have played an important part in the commercial development of the North American northwest. Their importance will continue to increase as the search for new mineral deposits pushes further and further into the north—the land of the last frontier.

Nearly all Alberta communities are served by rail as the province's three major rail lines, two of which are trans-continental, criss-cross the province with nearly 6,000 miles of track.

Rail service is to be augmented further with the completion of the Great Slave Lake Railway, now under construction from Grimshaw in the Peace River district to Great Slave Lake in the Northwest Territories. This 400 - mile, \$85,-million, line will serve to open great tracts of agricultural land, and extensive mineral deposits of the far north.

Commercial water transportation in Alberta is limited to the Athabasca River system in the north-eastern corner of the province. Approximately 200,000 tons of freight are handled during the short June-September shipping season.

Excellent international air service is provided Albertans by four major airlines and 31 other commercial licensed carriers.



From small private or company-owned planes to the giant jet aircraft which link the major cities of the world, the new International Airports of Calgary and Edmonton provide adequate facilities for air transportation.



Entertainment, news and advertising media in Alberta consist of six daily newspapers, 105 weekly newspapers, eight television stations (including CBC) and 22 radio stations.

Several bus companies regularly service communities along 5,000 bus-route miles.

Main telephone service in the province, with the exception of Edmonton's city-owned system, is operated by Alberta Government Telephones and linked with the Trans-Canada Telephone Network. The provincially-owned company also operates an extensive micro-wave system for handling both telephone and television transmission. The micro-wave to Alaska emanates from Alberta. Mutually-owned rural systems are linked with the A.G.T. The number of telephone units in Alberta is fast approaching the 400,000 mark.

Entertainment and news communication service is adequately provided for by television stations, radio stations, and daily and weekly newspapers.

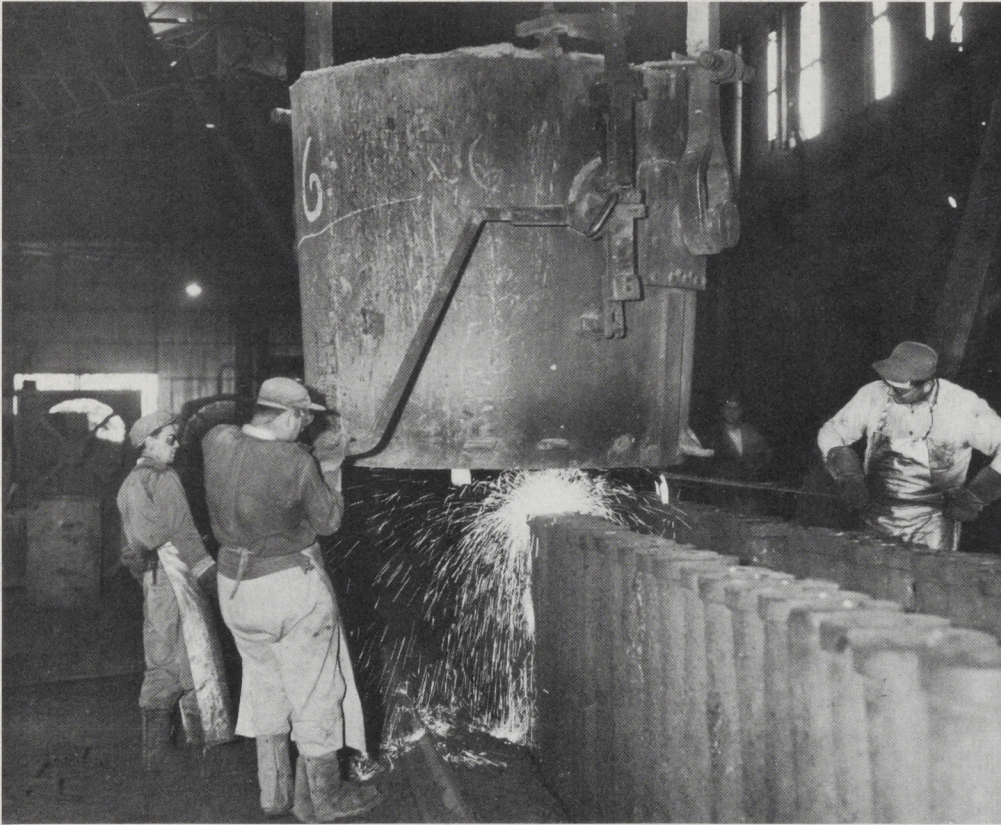
INDUSTRIAL CLIMATE

The high regard Alberta commands of world-wide investors is reflected in figures of public and private investment, the combined totals of which for the past five years exceeds \$6,000,000,000. Even more impressive is per capita investment which has in recent years maintained an average one- and one-half times the national figure.

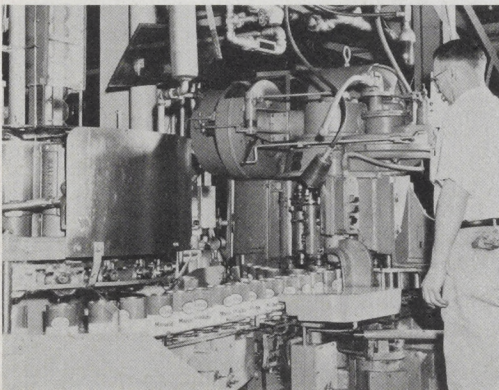
Sound labour - management relationships have been maintained in Alberta through the years and have been conducive to the expansion of industry and investment in the province. Indicative of the workability of Alberta's labour program is a record of only 30-odd work stoppages in the past ten years, most of them of short duration. During this time the industrial work force has increased from almost 220,000 to more than 360,000 persons. Fewer man-days have been lost in Alberta due to strikes than in any other part of Canada.

The evolution of Alberta's labour laws over a period of thirty years from the administration by a modest Bureau of Labour to the present administrative department, emphasizes the necessity of constant review by the government of its responsibility to labour, management and the public generally, in providing adequate legislation fitted to the times.

Today, 26 industrial categories are governed by legislation providing for uniform maximum working hours, minimum wages, paid holidays and other conditions of work in each industry.



Premier Steel Mills Ltd. were the first to build a steel plant in Alberta, and have since been followed by other allied industries, all recognizing the advantages of Alberta's low-cost power and vast natural resources.

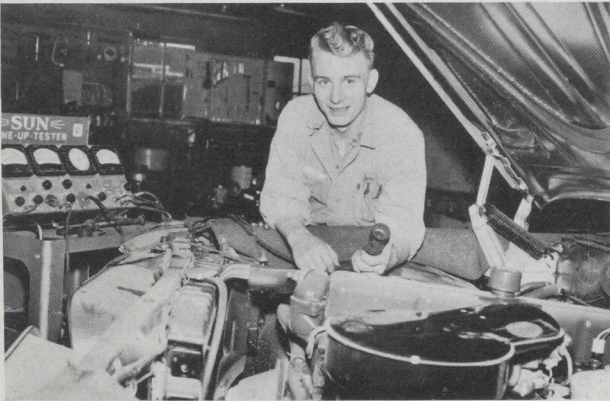


In less than twenty years the petroleum industry has expanded in the province to the point where the large companies have even established their own packaging plants for the marketing of their products.

Alberta has graduated the highest number of apprentices in Canada with training provided on-the-job, and at one of two provincially-operated technical schools. This program has been in effect since 1945.

In the field of safety-service the government provides one of the most comprehensive programs in Canada. Safety inspectors make regular calls on factories, plants, garages, grain elevators, petroleum and gas drilling rigs, refineries, lumbering operations and all other such concerns.

The workmen's compensation program in the province is also one of the most modern plans in operation anywhere. Liberal benefits are provided for injured workmen, and to dependents of workers who have lost their lives.



Alberta's Department of Labour conducts the most extensive apprentice training program in Canada. In 17 years, more than 8,000 apprentices have been trained and graduated in 22 designated trades.

Alberta's buoyant economy is one of the major benefits of the harmonious relationships between government, labor and management.

Efforts to stimulate the growth of new industries within the province, and advance the growth of existing firms are undertaken by various branches of the provincial Department of Industry and Development in co-operation with industrial organizations, community co-ordinators, and the Research Council of Alberta.

Publicity and advertising programs, displays and personal contact are among methods used to encourage expansion of Alberta's industrial complex.

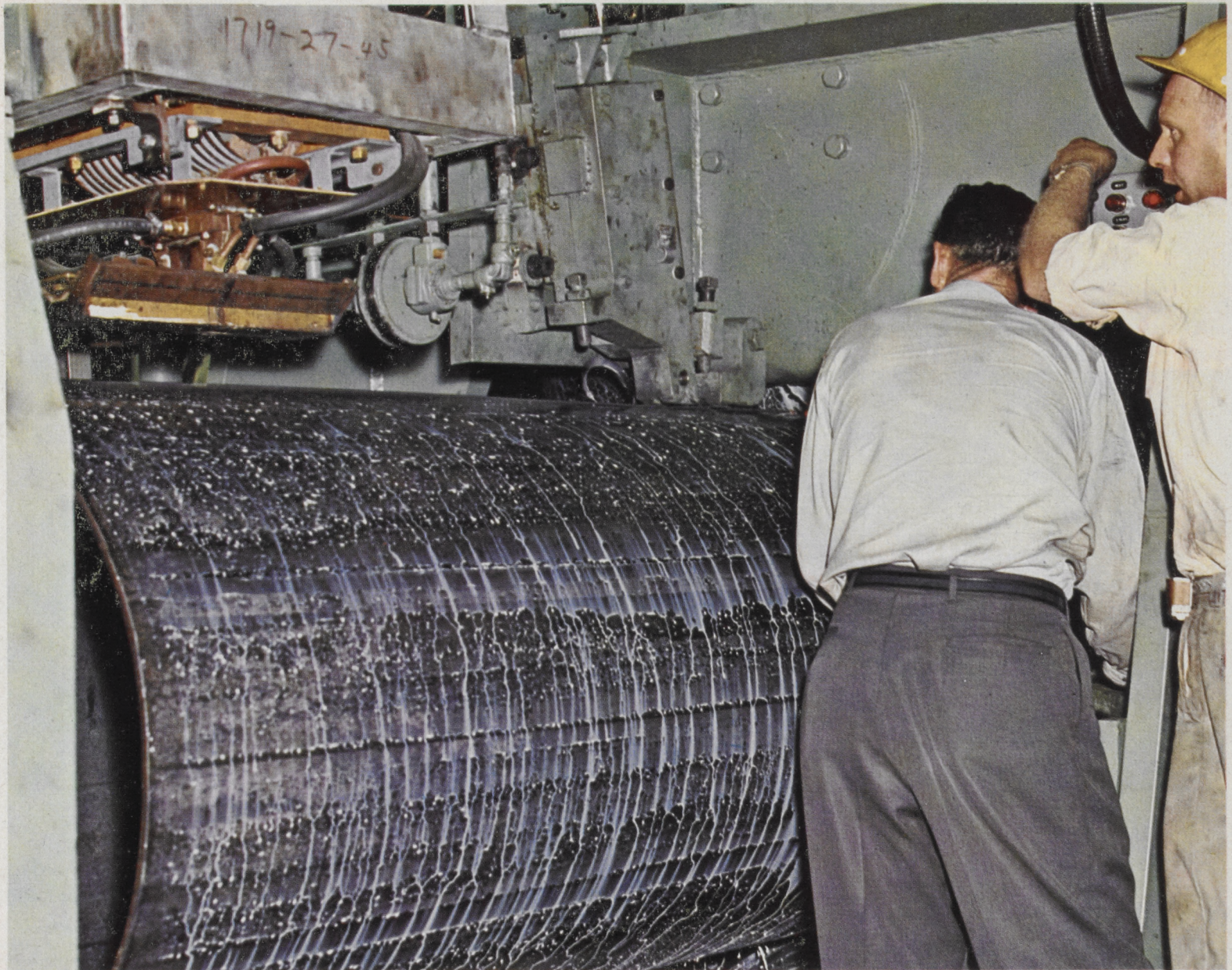
Accurate up-to-date information is made available on such matters as sites, utilities, services, transportation, population, housing, labour force, market data and myriad basic data on hundreds of small and large Alberta communities. Complete surveys of manufacturing opportunities in specific fields are also available.



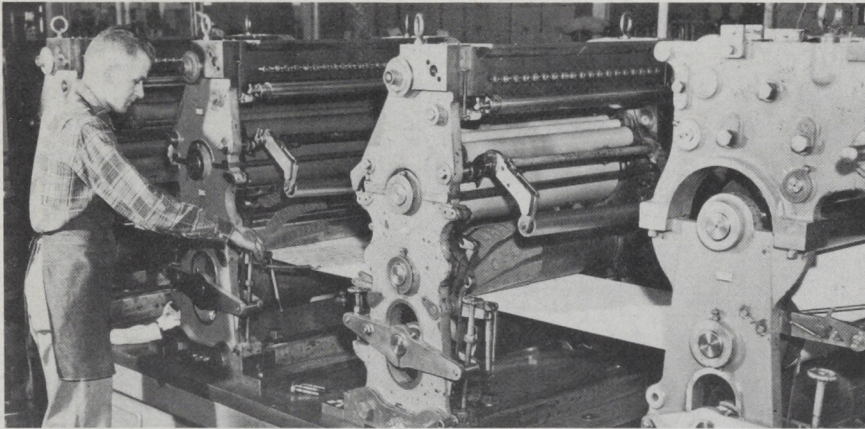
This colorful display exhibits more than 40 Alberta-made products. Assembled by the Department of Industry and Development, it is shown at fairs and exhibitions throughout Alberta.

The Workmen's Compensation Board operates a special Rehabilitation Clinic where injured workmen may receive treatment and assistance in regaining the use of injured limbs.

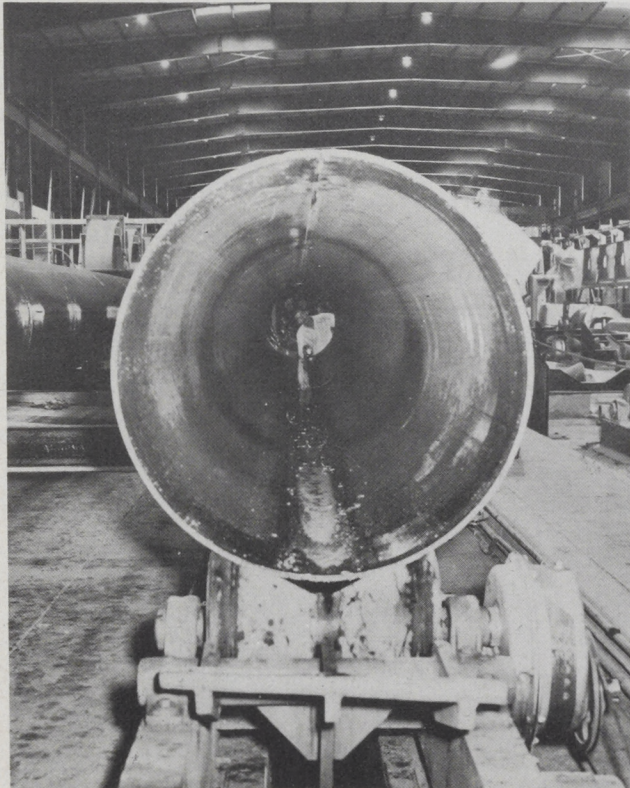




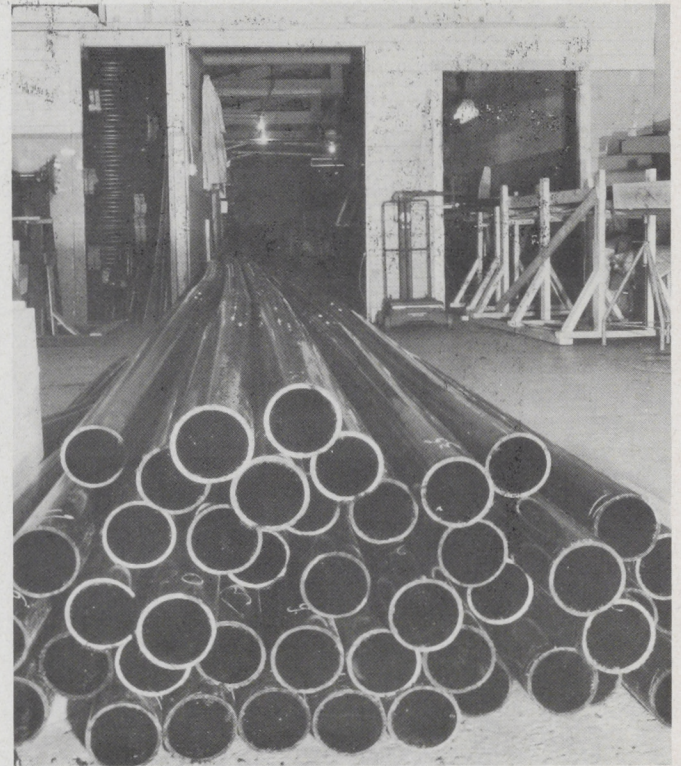
"A World First" for Alberta is radio frequency electric resistance welding, employed at the Big Inch Pipe Mill in Calgary.



Metal containers for the canning industry are produced in the plant of Continental Can Co. Ltd. Edmonton.

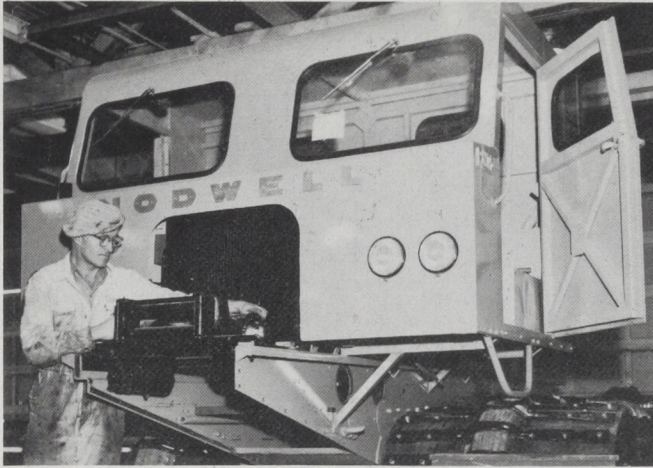


Checking for flaws in a length of pipe at the Big Inch Pipe Mill in Calgary. The plant has a capacity of 200,000 tons of pipe a year, up to 36" in diameter.



Plastic pipe and hose are manufactured in large quantities in this Edmonton plant—another secondary industry made possible by the development of the petrochemical industry in Alberta.

MANUFACTURING



Specially built carriers, manufactured in Calgary by Robin-Nodwell Mfg. Ltd., are used by oil and timber companies all over the world. These vehicles are designed to enable transport of heavy loads over mud and muskeg to hitherto inaccessible areas.



One of the many new industries brought to Alberta by new Canadians is the Jaguar Shoe Company, in Calgary. Owner Karl Meyer owned and operated his own shoe factory in the Saar before moving to Canada five years ago.

Alberta's range of manufactured products has become so widely diversified that the largest manufacturing grouping, foods and beverages, which a decade ago accounted for more than 60 percent of the gross manufacturing value, now accounts for approximately 35 percent of the value of manufacturing shipments in the province.

Other major groupings, in order of their importance or production value, include products of petroleum, iron and steel, wood products, chemicals and allied products, non-metallic mineral products, and paper products.

Significant changes in the past decade include the jump of iron and steel products from fifth to the third most important manufacturing grouping; chemicals and allied products from eighth to fifth, and paper products from eleventh to seventh.

The gross value of manufacturing shipments passed the \$1,000,000,000 in Alberta in the early 1960s. Ten years earlier production amounted to slightly more than \$400,000,000.

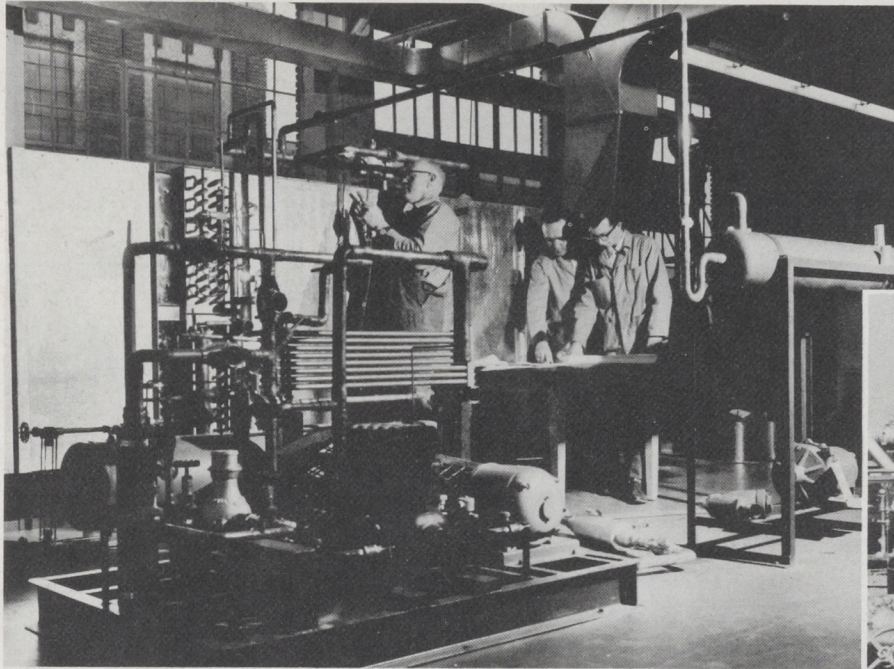
The range of raw materials and partly processed materials in Alberta is increasing annually. Recent developments include oil seed processing, synthetic fibres, and new wood by-products. Pulp and paper mills are being established on which additional industries can be based. The petrochemical industry which was practically negligible twenty years ago has developed to the point where a wide range of chemicals are available for the establishment of more secondary industries. Rubber tires, steel pipe, and a wide range of electronic equipment is also being produced.

Despite the tremendous expansion and advances of manufacturing in Alberta in recent years many opportunities still exist.

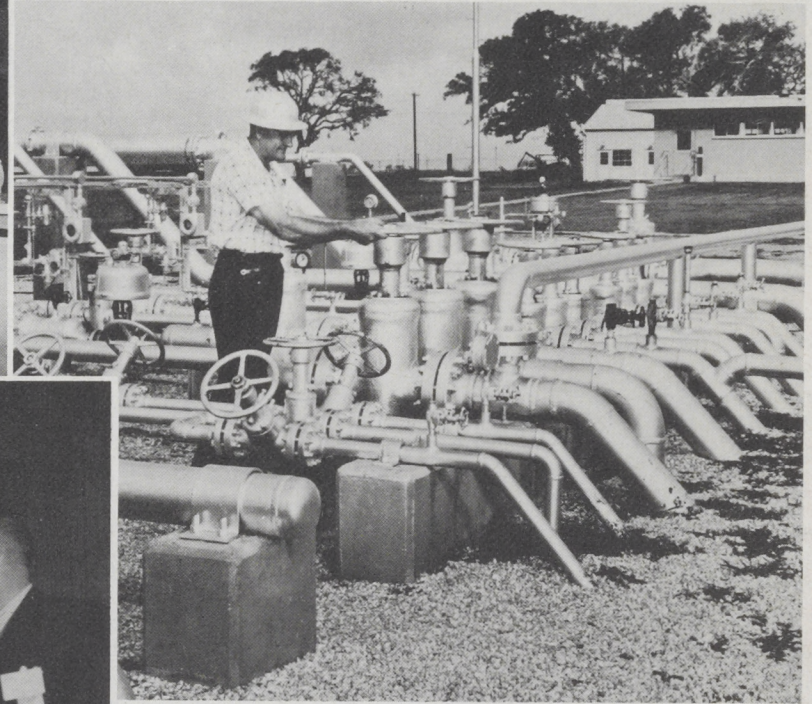
Centre of western markets, adequate supply of skilled and unskilled labour, ample and low cost supplies of natural gas and electric power, raw materials and reasonably priced well serviced industrial sites throughout the province, all point to a continuance of expansion of industry.



Drilling activity continues throughout Alberta as the search for more and more reserves of oil and gas continues, as the demand increases.



Technical training is provided by the Southern Institute of Technology in Calgary, and includes shop, artistic, home economic and trades training. This class is installing a complete refrigeration unit in one of the buildings, as a class project. The Northern Institute of Technology in Edmonton provides instruction for upwards of 10,000 students in night and day classes in a diversified number of trades.



King-size valve, 17 feet tall and weighing 15 tons, is unveiled at ceremonies at the Calgary plant of Dominion Bridge Company Limited, marking the start of production of a new "made in Canada" W.K.M. valve product line. Gate valves and other type of oil and gas wellhead and pipeline valves for the oil industry are manufactured at this plant, a joint United States-Canada industrial venture.

GEOGRAPHIC

Few geographic divisions on the North American continent can equal the topographic combination of plains, parkland, forests, foothills and mountains found in Alberta.

Geographically the province may be divided into three separate divisions which merge one into the other.

The southern sector consists of rolling prairie covered naturally with short grasses and extending from the southern border for more than 200 miles northward. This area is drained by four river systems which, along with all systems in the province, emanate from the Canadian Rockies.

The central division is mostly a park-like country of wide ridges and broad valleys, freely dotted with lakes and streams,



Typical of an Alberta town is High Prairie, with its neatly laid out streets, community buildings, schools, and business section. As most towns serve large agricultural areas, there are usually excellent shipping facilities for stock, grain, and other products.

Some 90,000 square miles of Alberta is still heavily timbered, and the wood products industries are expanding constantly as new products are developed. More than 6,000 persons are employed in this \$140,000,000 industry.

Historic sites with original buildings often restored, reveal the early history of this province. This family group is picnicking against a panorama of the old and the new—the recently opened Dunvegan Bridge, and the old Dunvegan Mission, one of the earliest mission churches in the Peace River district.



and covered with belts of timber. This area is drained by the North Saskatchewan River and its tributaries.

The third region, comprising the northern half of the province, is one of great rivers, lakes and forests, broken by expanses of agriculturally rich open land, particularly in the northwest. The Athabasca, Peace and Hay Rivers drain this division.

The Canadian Shield occupies a small area on the northeast corner of the province where the elevation at approximately 1,000 feet above sea level is the lowest in Alberta.

From that corner to the southwest, the province rises at an average slope of from ten to twenty feet per mile up to the Rocky Mountains where awe-inspiring snow-capped peaks rise to 12,000 feet.

The fishing industry in Alberta was valued in 1961 at \$1,701,000. In addition to commercial fishing, fishing for sport is carried on winter and summer in Alberta's many lakes and streams, and tasty meals of Alberta whitefish, trout, pike, pickerel and perch are enjoyed at tables throughout North America.

Alberta approximates more than 300 miles from east to west, and 750 miles from north to south. The province's area of 255,285 square miles is more than twice the size of the British Isles, and more than the combined areas of the States of Montana and Minnesota.

Generally speaking Alberta's climate is invigorating and healthful although the province, with her huge area, has a wide range of climatic variations.

Alberta is the sunniest province in Canada with the lowest pollen count. Summer days have up to 17 hours of sunshine while temperatures are pleasant and warm. Low humidity results in the absence of the discomfort which summer heat causes in other parts of the continent. Nights are comfortably cool even after the hottest of summer days.

The chinook wind is the most striking winter weather occurrence, particularly in the southern area where it is more pronounced. The chinook brings warm Pacific air over the Rocky Mountains and generally creates a mild spell that occasionally extends across most of the settled areas of Alberta. So effective is the chinook that temperature variations of up to 50 or 60 degrees in just a few hours are not uncommon.

The winter weather causes no more difficulty in Alberta than in other parts of the northern half of North America. In some instances the difficulties are less as in the case of snowfall. Alberta experiences only one-third the amount of snow that falls in Eastern Canada and the United States.

The permanent agricultural settlement in the Peace River district, the farthest north inhabited area of its kind in Canada, indicates the suitability of Alberta's climate to almost any type of endeavor.



The majority of Albertans own their own homes, and comfortable, gracious living, in the smaller centers as well as in the large cities, is the rule rather than the exception.

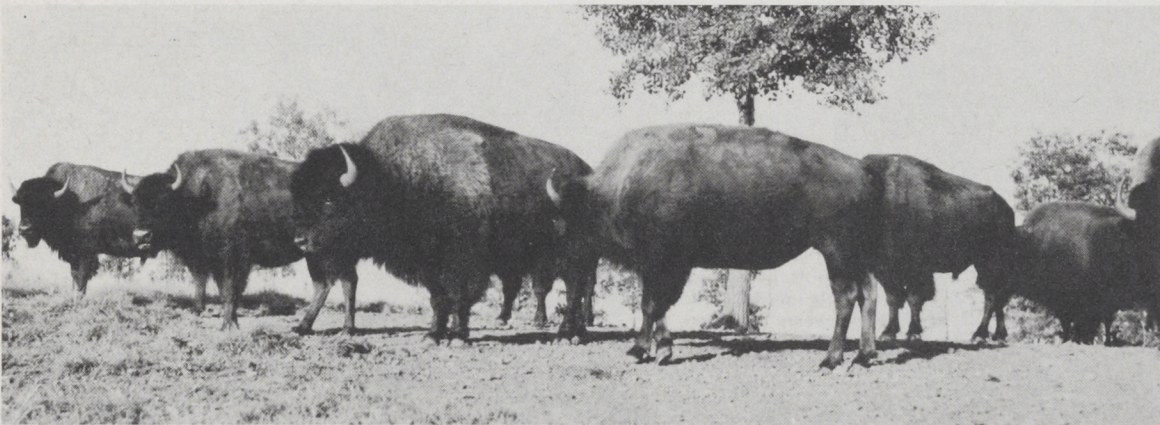


Mixed farming accounts for a large portion of the farm income of Alberta, and many of these farms are located in the rich Peace River area, as well as in the north-central parkland district. Strip farming or contour farming methods are employed in the south of the province.

RECREATION



Alberta's scenic mountain resorts are readily accessible to the traveller by means of well-paved highways from both Calgary and Edmonton. This is a portion of the Calgary-Banff section of the Trans-Canada Highway.



Most unusual of the national parks located within Alberta's borders is Elk Island Park, east of Edmonton, where one of North America's few remaining herds of buffalo is found. Elk, moose and other game enjoy the safety of this beautiful wooded park.

Alberta has been richly endowed with natural attractions and the province boasts of no less than five national parks. Three are located in the Rocky Mountain regions of Western Alberta, one is near the capital city of Edmonton, and another is found in a generally inaccessible region in northeastern Alberta.

Banff, Jasper and Waterton Lakes National Parks are by far the best known of Alberta's visitor attractions as they offer mountain scenery of unequalled grandeur and spine-tingling beauty.

Waterton Lakes National Park is located on the south-western tip of Alberta and together with the Glacier National Park in Montana, forms the International Peace Park. Waterton Park is noted for its spectacularly hued mountains, charming lakes and excellent angling. Early summer skiing is another popular pastime.

All conceivable types of recreation headed by sightseeing are offered and found at Banff and

Jasper National Parks. Banff townsite is located just 70 miles west of Alberta's "Stampede City," Calgary; Jasper Park and townsite lies north of Banff and is linked to the southern park by an all-weather summer road that takes travellers through mountain scenery of unsurpassed beauty. The road passes the Columbia Icefield, one of the world's largest glaciers. Jasper townsite is located 235 miles west of Edmonton.

Elk Island National Park, some 30 miles east of Edmonton, boasts one of North America's few remaining buffalo herds. Established primarily for the protection of a herd of from 600 to 700 buffalo, the park now forms a 75 square mile preserve for many other species of game and fur bearing animals.

Albertans also enjoy the facilities of 36 Provincial Parks which are becoming increasingly popular with resident Albertans and visitors. These resort areas are found throughout the province. Nearly all are located on shores of lakes suited to boating and water-skiing, swimming, fishing, etc.

Roadside campsites, completely equipped with shelter, wood and stove, picnic benches, water wells and dry toilets, are provided along Alberta's highways for the convenience of the traveller. Parking space for tent or trailer is available. There are more than 400 of these locations already established throughout the province.

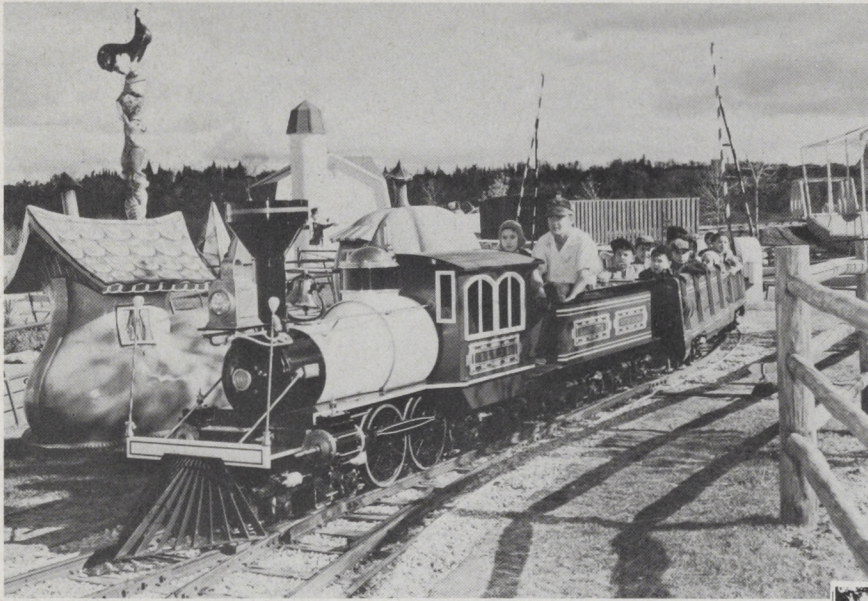
The many hundreds of lakes, streams and rivers in Alberta provide many opportunities for outdoor recreational pursuits. Some of the finest angling in Canada for many varieties of trout, walleye, great northern pike, arctic grayling and other game fish is found in the province.



The breath-taking beauty of Lake Louise, and the sparkling majesty of Victoria Glacier, towering above it, provide a setting for a never-to-be-forgotten holiday in Alberta.



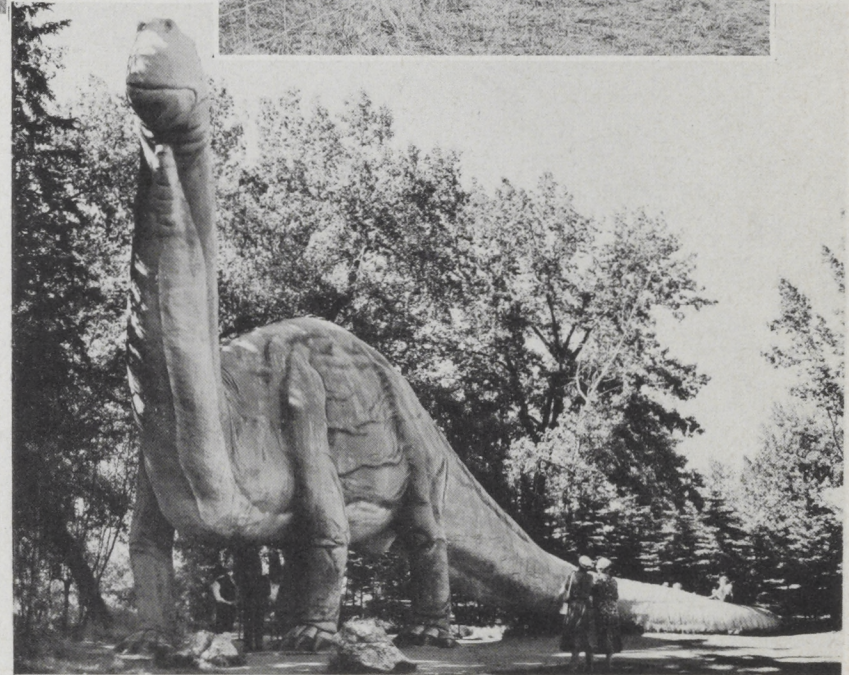
A new trend in tourist accommodation is appearing, particularly in the cities of Alberta, where luxurious motor hotels are making their appearance. Ample parking, swimming, dining and entertaining facilities make these a popular new location for conventions as well as for individuals.



Storyland Valley, in Edmonton, where in a picturesque miniature setting of lakes and lagoons, storybook characters, animals and birds in real life are seen from a miniature train which tours the park.

The Alberta Game Farm, located east of Edmonton, attracts thousands each year to see their extraordinary collection of animals and birds from many parts of the world, as well as all species of Canadian wildlife.

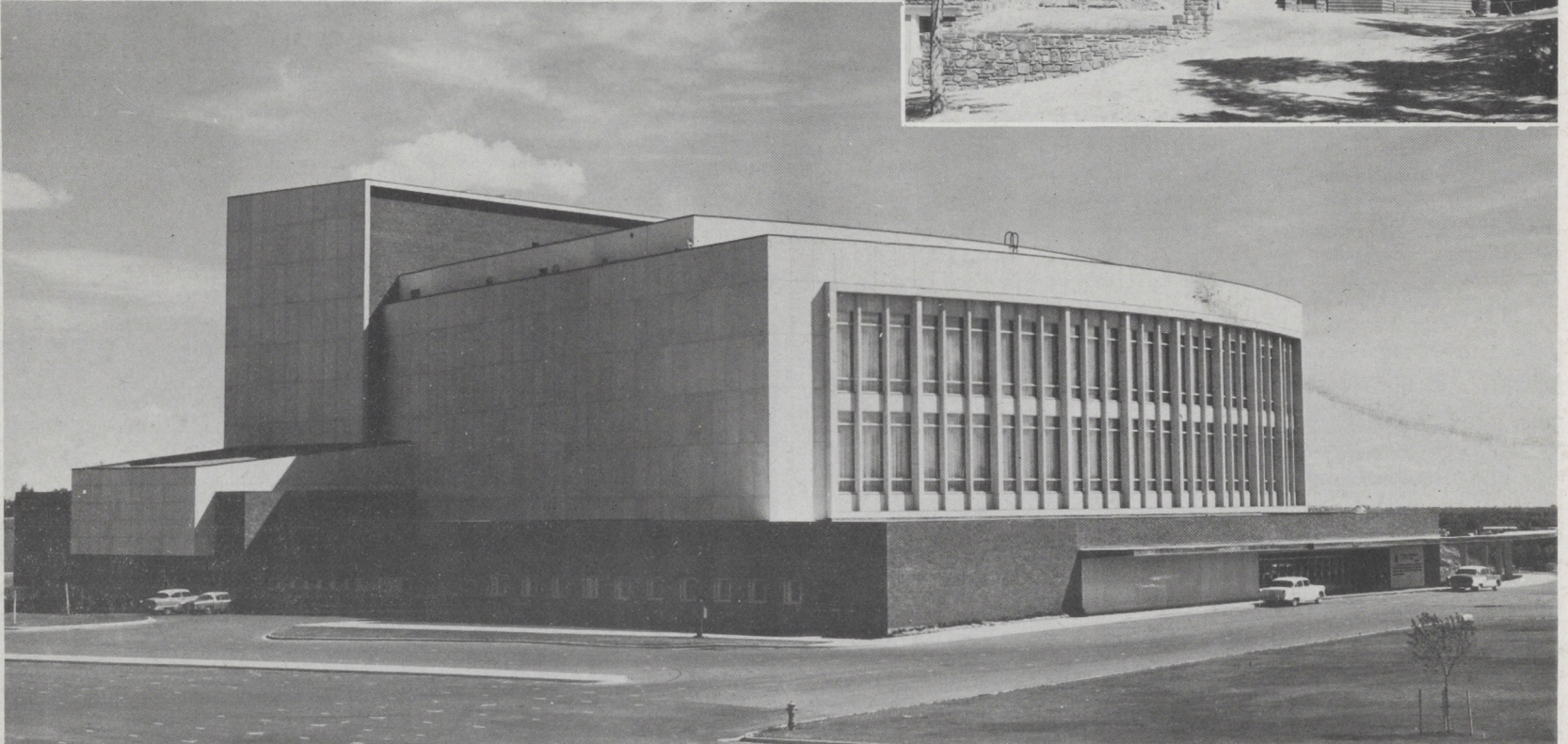
Alberta parks and zoos hold endless attractions for children and adults alike. St. George's Island, in Calgary, displays a fascinating forest of life-sized models of pre-historic animals which roamed Alberta in an earlier age.



In a magnificent mountain setting, the Banff School of Fine Arts, a branch of the University of Alberta, offers opportunities for students of music, dancing and the arts to further their studies, and, as well, classes are held in advanced business management.



To commemorate the Golden Jubilee of the Province of Alberta in 1955, the government constructed identical auditoriums in Calgary, to serve Southern Alberta, and in Edmonton, for Northern Alberta. The twin structures are designed to accommodate opera, symphony concerts, stage presentations, movies, banquets, meetings, displays, social gatherings, and are considered to rank among the finest of the world's auditoria.





Pouring moulten steel at Premier Steel Mills Limited, in Edmonton.

DEPARTMENT OF INDUSTRY AND DEVELOPMENT

Individuals, business organizations, and manufacturing industries interested in Alberta have a source of assistance and information concerning the resources, the facilities, and the people of the province, in the Department of Industry and Development. The Department was established for the prime purpose of "encouraging the industrial and economic growth of Alberta," and to this end branches of the department deal with specific areas of development and control.

Industrial Development and Immigration Branch

Provides accurate, up-to-date information on such matters as plant sites, utilities, services, transportation, rates, etc., on every large and small community in Alberta.

Encourages new industry to locate in Alberta, and assists the expansion of present industries.

Immigrants arriving in the province are assisted in finding suitable accommodation, and in special cases efforts are made to find suitable employment for individuals.

Industrial Development Board

A board made up of representatives of government and industrial commissioners from cities and towns in all parts of the province, which meets periodically to co-ordinate activities in the field of industrial promotion.

Provincial Marketing Board

Offers assistance to manufacturing industries experiencing difficulty in obtaining financial aid through normal financial agencies. The Board purchases raw material inventories for such companies otherwise sound and

promising. The materials are bought in quantity by the Board and resold to the client company in lesser quantities to suit its day to day production requirements, thus passing on bulk purchase discounts and relieving the firm from the need of tying up working capital in large inventories.

As part of its program of encouraging Alberta manufacturing this branch also conducts a province-wide advertising campaign promoting the purchase of "Alberta Made" products.

By means of advertising, and the securing of tenders, the Board also disposes of surplus government equipment on the open market at the best possible price.

Bureau of Statistics

Compiles and publishes statistics relevant to economic development in the province. Conducts surveys to determine the markets for products which might be produced in the province.

Licensing Branch

Through licensing, encourages a high standard of business ethics throughout the province, eliminating misrepresentation of products and/or services.

Maintains codes covering a number of trades, designed to eliminate unfair competitive practices.

Prohibits certain practices such as offering special premiums, free goods, etc.

Co-operative Activities and Credit Unions Branch

Provides for initial organization and supervision of all types of co-operative associations, including rural electrification.

Carries out an active program of encouraging the sound operation of Credit Unions, and makes regular audits of the books of credit unions.

Alberta Power Commission

Inquires into, examines, and investigates existing facilities for the generation and distribution of power, value and capacity of water powers and water privileges, and other matters relating to power and its distribution in Alberta.

Travel Bureau

Through tourist promotion and distribution of travel literature, encourages vacationers to visit Alberta.

Promotes high standards of tourist accommodation and restaurant services, and extends every courtesy to our visitors.

Co-operates in the operation of tourist information centres at key border and high-way points throughout the province.

* * *

Since its inauguration as a province in 1905, the trend in Alberta has been towards expansion and progress. Its economy is soundly based on manufacturing, agriculture, mineral production and forestry. Labour relations are excellent. A network of good all-weather highways has resulted in first-class truck transportation serving all communities. In addition, three major railroads and four airlines serve most of Alberta and are connected to all parts of Canada and the world. Industrial information and markets reports are available to those interested in a new business venture, or to established businesses. With the decentralization of industry throughout the province, every major centre in Alberta has something to offer a prospective industry or individual.

STATISTICS ON ALBERTA

Population, 1962 1,370,000

Population, 1952 973,000

Number of Cities as of Dec. 31, 1962 10

Number of Towns as of Dec. 31, 1962 90

Number of Villages as of Dec. 31, 1962 159

Production

Agriculture (Total Cash Income)	1961	\$527,836,000
	1951	\$463,461,000
Oil	1961 (bbls.)	157,811,712
	1951 (bbls.)	45,915,403
Forestry	1961	\$ 21,264,000
	1951	\$ 18,000,000
Minerals (Total Value of Products)	1961	\$463,709,114
	1951	\$168,144,211
Fishing	1961	\$ 1,071,000
	1951	\$ 862,000
Trapping	1961	\$ 1,433,000
	1951	\$ 2,531,000

Business Activities

Bank Debits	1961	\$17,734,454,000
	1951	\$ 6,241,575,000
Construction (value)	1961	\$ 886,693,000
	1951	\$ 379,256,000
Retail Trade Volume	1961	\$ 1,384,694,000
	1951	\$ 854,000,000
Total Personal Income	1961	\$ 2,080,000,000
	1951	\$ 1,228,000,000
Manufacturing—Gross Value of Factory Shipments	1961	\$ 942,100,000
	1951	\$ 458,281,000

Education

School Enrolment	1961	294,435
	1951	173,969
Teachers	1961	12,607
	1951	6,788
Number of Classrooms	1961	10,741
	1951	6,232

Transportation

RAILWAYS

C.P.R.—Miles of main track ..	2,663
C.N.R.—Miles of main track ..	2,196
N.A.R.—Miles of main track ..	923
	5,782

HIGHWAYS AND ROADS

Total Mileage	90,745
Paved Highways	3,663
Gravelled Highways	47,458
as at January 1, 1961.	

AIR LINES

Alberta is on the air route to the Orient and from Edmonton there is much air traffic into Northern Canada. Canadian Pacific, Trans-Canada, Northwest, Western and Pacific Airlines serve the principal centres of the province.

The Government

Alberta became a province in 1905. Of the 10 Canadian provinces, Alberta ranks fourth in land area, and forest cover, fourth in population. The Alberta provincial legislature has 65 members.

Present Government Social Credit
Elected June 18, 1959

Standing according to parties:

Social Credit	61
Liberal	1
Conservative	1
Independent Social Credit	1

Communications

Telephones in Service 1961 (est.) 420,000
..... 1951 161,166

Passenger Car Registration 1961 341,201
..... 1951 150,546

Number of Radio Stations in Alberta 17
Number of Television Stations 8
Number of Daily Newspapers 6
Number of Semi-Weekly Newspapers 1
Number of Weekly Newspapers 105

